

the American Perfumer

and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

EST. 1906

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& Essential Oil Review

Editorial Comment

Post-War Packaging Picture

The packaging machinery industry is so loaded with orders for new machinery that its current back-log is approximately 400 per cent greater than it was in pre-war years. Labor, engineers and materials are short, and as a consequence it will take the industry longer to fill the packers' needs than would ordinarily be the case. The coming year will be devoted to filling orders now currently on company books, and new business cannot expect delivery before 1947, according to present indications. This is particularly true of machinery which calls for research.

There are indications that a new level of demand has been established, and if this is true, manufacturers will have to develop new production facilities. Sub-contracting is not of much help as this trade demands a special kind of training. Also, it has been found through experience that sub-contracting is economically inefficient.

How to Survey a New Package Design

The accepted procedure in surveying the acceptance of a newly designed package is very often to make several sketches, or dummies, and ask a number of people which design is the most effective. By this method, selection is made in an entirely different manner than that used in the store.

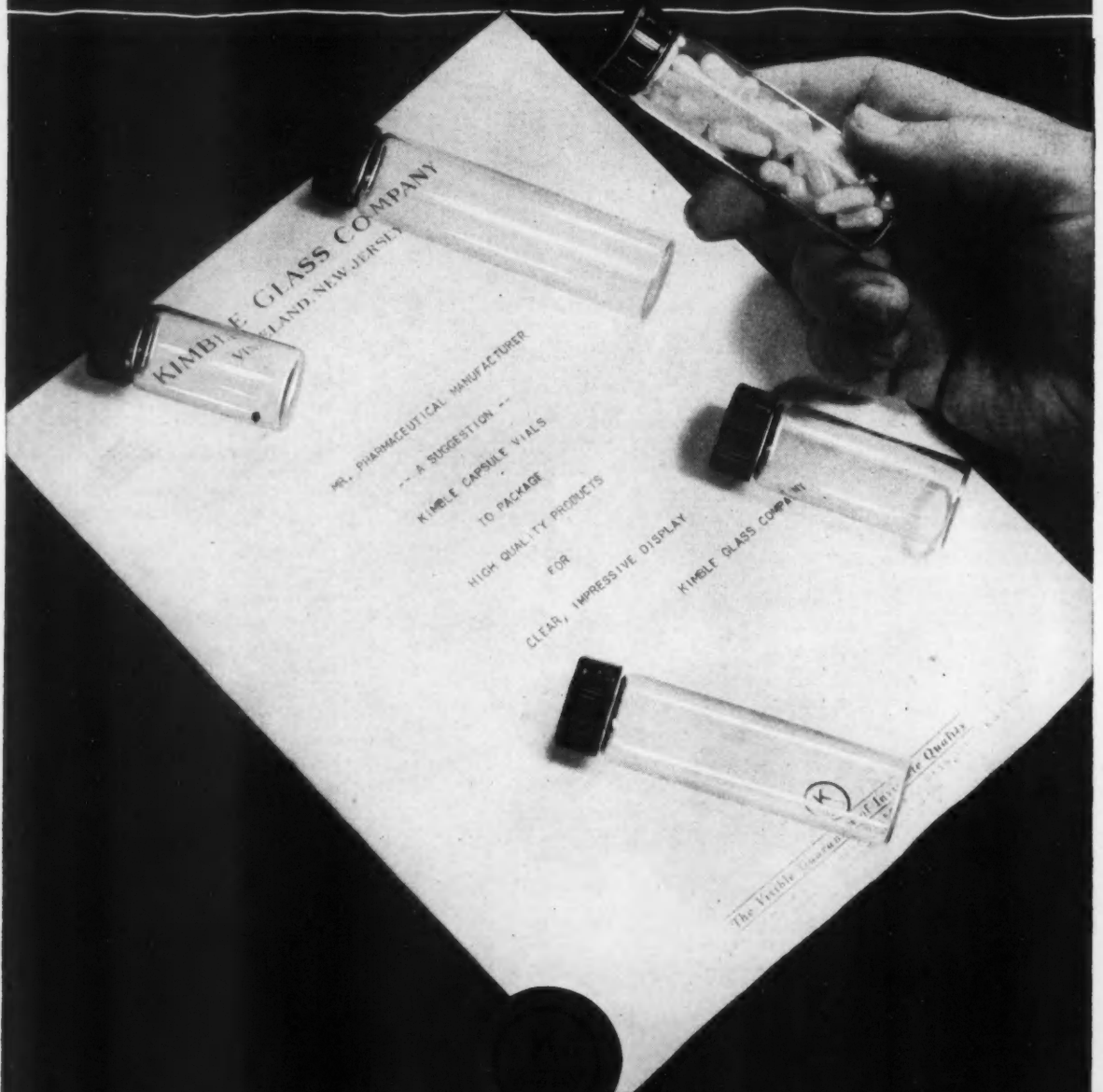
A more true picture can be arrived at by actually packaging a product in the designs under consideration. Then place the merchandise in a few outlets, under observation. The actual sales made will give the manufacturer the information he wants.

New Canadian-U. S. Cooperative Bond

A new joint committee has been formed, composed of three members each from the Toilet Goods Manufacturers' Association of Canada and The Toilet Goods Association, to co-ordinate activities and to exchange information of mutual benefit to the Canadian and U. S. groups. This is just one more example of the close harmony which exists between our two countries.

December, 1945 37

Kimble GLASS Vials



• • • *The Visible Guarantee of Invisible Quality* • • •

Desiderata

by MAISON G. DENAVARRE

OILY SKIN ASTRINGENT

Did you ever try grapefruit juice as an oily skin astringent? You are in for a pleasant surprise. Grapefruit juice may be more necessary as a food just now, but it won't be long before there will be more grapefruit juice than you will know how to use. So investigate now. If you give it some thought, you can see a lot of tricks that can be done to make it less apparent that grapefruit juice is being used.

SUNSCREENS

This is the time to get your sunscreens ready for summer. There will undoubtedly be some new ones. There will also be some new forms of application. Anyone who can make an effective sunscreen preparation that can sell for 25 cents for a two-ounce bottle, is in for a chunk of business. Preferably it should not be greasy, should not wash off, while bathing, its effectiveness should be such as to give protection for at least 2 hours under the noon-day sun during June or July.

When it comes to the chemicals required to give this protection at the price necessary, some new things will have to pop up, because there are only a few materials that can do the job at the price right now.

DEODORANT VS. ANTIPERSPIRANT

Sales curves tell the story for the future. The cards are in favor of the product that does two things instead of one. The antiperspirant *deodorizes* and *retards* perspiration.

But that is easier said than done. The antiperspirant must not only retard perspiration, but it must not rot clothes or irritate the skin. Cream

antiperspirants are the most popular, for the *cream* automatically connotes emollience. To make a cream, there are now about a half dozen specialty emulsifiers capable of producing stable emulsions (so-called). Some of the emulsions are even pearly, like a vanishing cream.

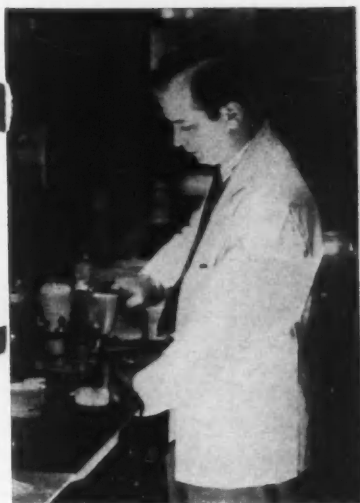
Still more important is the agent capable of preventing rotting of clothes when pressed or laundered. This is the elusive thing. And there is very little precedent or early literature to help out. It is just a tedious job to methodically go through the gamut of chemicals. Maybe one will work out. Maybe more than one. And summer is just around the corner!

GUMS

Several months ago, a project was started to determine all the incompatibilities (drug and cosmetics) of gums, natural, extracted and synthetic. It was also part of the project to determine the suspending power of these gums.

What a job. The whole staff has "bottle-itis". Bottles everywhere. And so far only three gums have been *partly* covered. But as the work progresses, it is either to be presented before scientific groups or published or both. The knowledge gained is valueless unless it can help someone.

The incompatibility tests thus far made have brought out some surprises. The suspension experiments are currently being presented before a technical group and show that because a 1/2 or 1 per cent solution of a gum is a poor suspending agent, the 2 per cent mucilage may be an excellent suspending agent. Occasionally suspending power is lost with the higher concentration mucilage thus



M. G. DeNavarre at work in his laboratory

dispelling the old dictum that the thicker the mucilage, the better the suspending properties.

BLENDOR

There is a small blending machine most often seen at bars—I am *told*—that has a working capacity of a bit more than a pint. It has two speeds. It turns ice into slush in a couple of minutes. It disperses colors beautifully. For experimental work it is a honey. I've discussed this unit with the patentee and apparently it is not practically feasible to produce this high speed unit in a much greater capacity. It works amazingly well on easy flowing powders too. It should be in every laboratory for a multiplicity of uses, like dissolving substances that usually take ages to dissolve.

EQUIPMENT

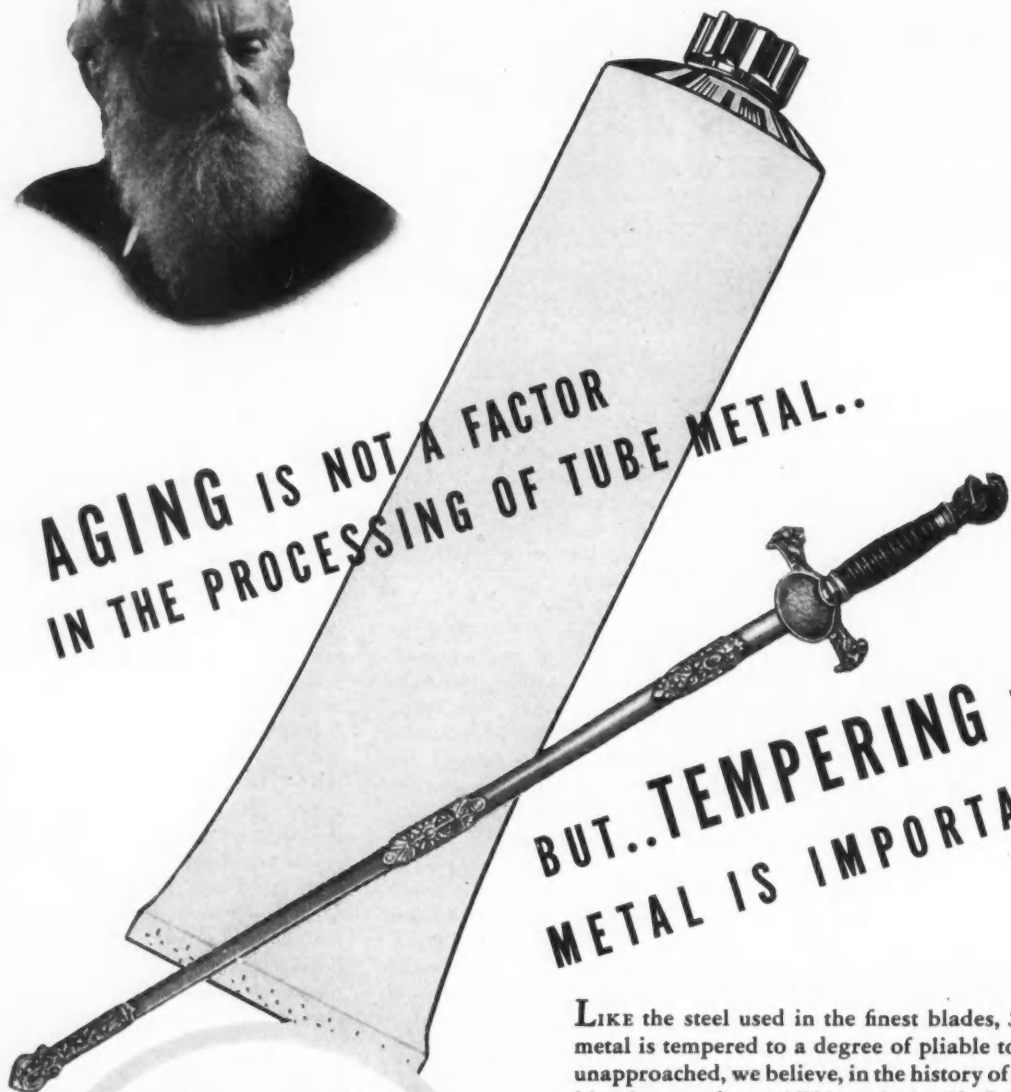
Officially the war is over. But you wouldn't think so when you want to buy new equipment. (Or lanolin for that matter.) It is tougher than heck to get repairs. So, brother, take care of what you have for another year. It will be 1947 before new equipment in volume is available. This is especially true of equipment requiring electrical motors. Maybe equipment companies will sell equipment *sans* motor and let you fetch for yourself, for they can't get motors nohow.

FOAMING AGENT

A dark amber colored liquid said to be triethanolamine lauro-alkyl sulfobenzoate promises to be a useful



AGING IS NOT A FACTOR
IN THE PROCESSING OF TUBE METAL..



BUT..TEMPERING THE
METAL IS IMPORTANT!



LIKE the steel used in the finest blades, *Sheffalloy* metal is tempered to a degree of pliable toughness unapproached, we believe, in the history of collapsible tube manufacture! This exclusive *Sheffield Process* of mixing, melting and tempering the metals, offers an important plus value in *Sheffalloy* Tubes which gives greater protection at no higher cost. Unique also is our time-saving service of making and shipping fine folding cartons *together with the tubes!* Tough, *Sheffalloy* Sheffield Process Tubes are made in all standard sizes and openings. Decorations are produced in clear, crisp colors, by skilled craftsmen. Please call our nearest office for cooperation.

NEW ENGLAND COLLAPSIBLE TUBE CO.

3132 S. CANAL STREET, CHICAGO 16 • NEW LONDON, CONN. • W. K. SHEFFIELD, V. P., 500 FIFTH AVENUE, NEW YORK 18
THE WILCO COMPANY, 6800 MCKINLEY AVE., LOS ANGELES 1

shampoo and detergent material. Due to the presence of the lauryl or C_{12} radical, it should be exceptionally good. For the same reason, it may not be available for sometime due to the scarcity of coconut oil from which most C_{12} compounds are derived.

NEW PERFUME CHEMICAL

One large aromatics house announces the availability of a score or more of new perfumery chemicals. Among them is the ethylene glycol acetal of cyclamen aldehyde. It is supposed to be very stable in soap. The odor is softer than that of cyclamen aldehyde and undoubtedly will have a lot of uses in floral perfumes such as Lily of the Valley.

NON-IONIC EMULSIFIERS

While listening to the technical papers being read at the scientific section meeting of the T.G.A., it became more apparent that a non-ionizing emulsifier should have untold merit over the usual anionic or cationic types. For ionization could affect emulsion character and stability. One paper in particular brought out a lot of the advantages of this type emulsifier. Examples of this kind of emulsifier are sorbitol and mannitol oleate, poly-oxy-alkylene derivatives of mannitan and sorbitan fatty acid derivatives.

PERMANENT WAVE OIL

Most permanent wave oils are a sulfonated oil of one kind or another;

during the last four years they have been of very uncertain composition. A new permanent wave oil is now available, containing lanolin. It forms beautifully milky emulsions. When tested in combination with four different kinds of solutions containing characteristic types of ingredients, it appeared to be very stable. This waving oil may be used with all standard heat solutions, whether electrical or chemical heating pad type. It will not work with cold wave solutions.

NEW PRESERVATIVES

For years nothing new has appeared in the line of preservatives. Practically speaking, the esters of parahydroxy benzoic acid have been the latest thing. The different esters or their water soluble derivatives have served quite well. Now a new series are just beginning to be studied. They are the esters of vanillic acid. As you know, vanillin is an aldehyde. When oxidized it forms vanillic acid. Well, the esters of this acid are the materials under test. We are making quite a series of tests using the different esters in varying amounts. Soon we shall know how useful they are. At the moment we know they have a potential value. They are odorless and edible. So, a whole new field may open up. Meanwhile, these esters are laboratory curiosities and not available for sale. After all the tests have been made, there will probably be some public mention of these new compounds.

In this formula you gave quantities of the different ingredients, but mentioned the preservative as "q.s.". Let us know as quickly as possible the exact quantity of preservative to be used in the formula you gave.

M. G.—PANAMA

A: The amount of preservative will vary with the preservative used. One of the best for the purpose is methyl para-hydroxy benzoate in a concentration of 0.15 per cent of total weight of the batch. Dissolve this preservative in the water with the aid of heat. Under separate cover we are sending you the name of a water-soluble preservative of the same type.

576. WETTING AGENT

Q: We are manufacturers of a line of children's toiletries and are in need of purchasing a wetting agent to be added to bath salts for a bubble bath. Will you quote us a price and send us a sample.

J. J.—NEW YORK

A: Inasmuch as we do not manufacture or sell any kind of cosmetic materials, we cannot take advantage of the opportunity of sending you a sample or quoting on it. However, under separate cover, we are sending you the names of several wetting agents which have been found satisfactory for such a purpose and suggest that you contact these companies for samples and prices.

577. BUTTER FLAVOR FORMULA

Q: Could you furnish a formula for a good butter flavor with a good odor of butter? We have a number of formulas with diacetyl and butyric acid, but the finished products have a strong, ranky smell.

E. E. E.—OHIO

A: The development of a truly good butter flavor is not an easy matter, and the undesirable smell you detect in the formulas you have made is testimony of this fact. Unfortunately we have no formulas for butter flavor that have been tested and approved. We do not know of any flavor containing butyric acid, as such. We would suggest that you try a compound containing about 70 per cent of diacetyl, about 10 per cent of inert fixatives, such as a vegetable oil and the balance made up of a mixture of acetates and butyrates. This is about all we know of the subject because no really worthwhile formulas have apparently been published.

QUESTIONS AND ANSWERS

574. AFTER SHAVE LOTION

Q: Can you furnish me with a formula for a very high grade after shave lotion?

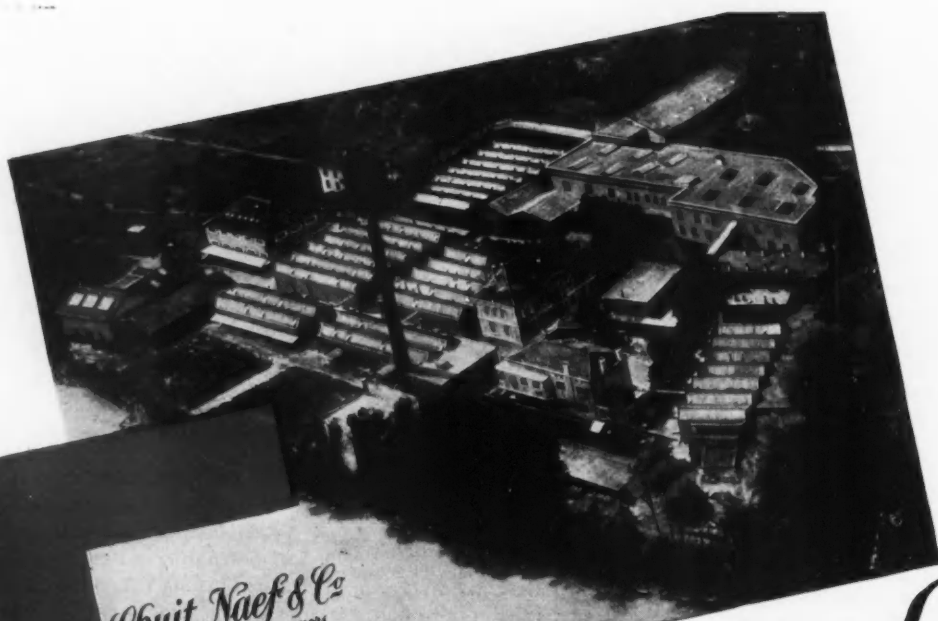
D. M.—NEW YORK

A: The first prerequisite of a good after shave lotion is apparently an alcoholic content of 25 per cent or more. A little sting or bite seems to be desirable as is a cooling effect.

Use about 1 part in 2000 to 5000 of menthol for the cooling effect and the bite may be amplified by using 1 or 2 per cent of aluminum lactate or sulfocarbonate.

575. WATER-SOLUBLE PRESERVATIVE

Q: Some time ago you were good enough to give us an excellent formula for a metholated greaseless cream.



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FIRMENICH

A New Animal Fixative May Appear

The animal fixatives, musk, civet and ambergris are probably the most indispensable materials to the perfumer . . . He may find another fixative in the sex attractant of the gypsy moth

by R. W. MONCRIEFF

PROBABLY most indispensable to the perfumer of all his materials are the animal fixatives, musk, civet and ambergris. In addition there is the little used castor.

EXISTING ANIMAL FIXATIVES

Musk and civet are sex attractants in the animal world and they have been borrowed by the perfumer to help in compounding perfumes to delight women. A trace of musk or civet will make all the difference to a perfume; it will add a note of distinction and it will also confer upon it the quality of persistence. Rather inconsistently, many women dislike to know that they are using musk, possibly because they are aware of its derivation and of its function in the animal world, and yet they will invariably choose a perfume which contains musk. They prefer however not to know anything about the musk content.

MUSK

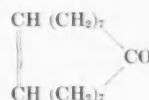
The male musk deer, a shy nocturnal inhabitant of the rhododendron, birch and juniper thickets of the Himalayas, carries a sac about the size of an orange in front of the abdomen and this sac fills with a substance dark brown in color, and similar in consistency to moist gingerbread. The deer is caught by trapping and the sac removed and

dried either in the sun or on a hot stone or by immersion in oil. When dry it is known as musk in the pod. Its essential constituent is muscone which has been shown to be a macrocyclic ketone 3-methyl-cyclopentadecan-1-one. Musk has long been considered a soporific and more recently Sano¹ demonstrated that it had a hormone-like action in stimulating male sex activity. He did this by showing that when painted on the comb of a capon it stimulated growth in the same way as the known sex-hormones.

CIVET

Civet is a glandular secretion of the African civet-cats, and both male and female yield it, the male in greater quantity. The civet is a fatty yellow substance that discharges into a deep pouch near the genital organs, and is spooned out of the pouch twice a week. In Abyssinia the cats are kept captive for this purpose but they never become tame. It is supposed that teasing the animals increases their yield of civet. Civet when fresh is similar in appearance to butter but hardens and darkens when exposed to air. Its odor is partly musky but also disgustingly faecal and it is remarkable that when very dilute in alcoholic solution it has a sweet odor. It has been shown that its essential constituent is

another macrocyclic ketone Δ^9 cycloheptadecen-1-one



AMBERGRIS

Whereas musk and civet are clearly sex attractants, and form a part of the design of nature, ambergris appears to occur rather adventitiously. It is formed from undigested remnants of squids and octopuses in the intestines of the spermaceti whale. Sometimes it is found in the whale and sometimes floating on the sea or washed up on the sand of the coasts of Brazil, Madagascar, China, India and the Bahamas Isles. In appearance it is a solid, fatty material, grey or marbled with black and is greatly prized. It has an unpleasant sweet earthy smell, but nevertheless is attractive in dilution and gives a fine floral character to perfumes as well as being an excellent fixative. It does not play an active part in the sex activity of the whale, but it may have been derived from some sex secretions of the cephalopods on which the whale feeds. There has been some discussion as to whether it has an aphrodisiac effect like that of musk and civet. According to Parry it has no such action,

but other authorities have expressed an opposite view.

CASTOR

Castor, the fourth animal fixative, is much less important than the other three, musk, civet and ambergris. It is a secretion of the beaver and collects in two abdominal sacs in both sexes. It is a white creamy liquid when fresh, but on drying it changes to a dark brown fatty solid. It has a powerful resinous odor which is apt to vary with the diet on which the animal has subsisted. Possibly its main employment is as a fixative in heavy perfumes, oriental in type.

It will be clear, therefore, that excepting ambergris, the existing animal fixatives are intimately bound up with the sex life of the animals from which they are obtained, and that they are in fact sex attractants. Consequently if another sex attractant could be isolated from the animal world, it is quite possible that it might prove to have valuable perfume and fixative properties. Such a sex attractant has recently been isolated from the gypsy moth, and it may in time prove to be of interest to the perfumer. At least the perfumer should keep an eye on developments that take place in this field. To appreciate its potentialities it may be desirable to review briefly what is known about the sense of smell in moths and butterflies.

ODOR PERCEPTION IN LEPIDOPTERA

It has long been known that male moths are able to seek out and find the female moths under conditions which we consider extraordinarily difficult.

Mell released male Chinese moths from a railway carriage, having first exposed a female under a gauze cover on the veranda of his house. He found that from a distance of two and a half miles, forty per cent of the males, which he had marked for identification, succeeded in their quest, and that even at a distance of seven miles, twenty-six per cent of the males were successful.

Standfuss exposed a newly hatched female Emperor moth at his window in the heart of a town and within six and a half hours he caught one hundred and twenty-seven males that were attracted to her.

The most comprehensive work on the sense of smell in moths was

carried out by Fabre. In one experiment he imprisoned a female Emperor moth, still damp with the moisture of metamorphosis, under a gauze cover. The same evening male Emperors "seemed to take possession of the house, about forty male moths were flying round the gauze cover." The same thing happened on the following eight nights. The butterflies appeared to fly with certainty to the house, but arrived there they were uncertain as to the precise location of the attractive object, and the final discovery was left to a vague and hesitating search. Fabre found that the position of the cage could be changed, and the female even imprisoned in a drawer, out of sight, without embarrassing the males in their quest. The conditions were apparently unfavorable in that the weather was stormy, the darkness profound and the house surrounded by bushes and shrubs. Even if the female moth were surrounded by dishes of strong odorants such as naphthalene and oils these made no difference to the males; they appeared to cause them no difficulty. Another observation made by Fabre was that a place on which the female had recently rested, but from which she had been removed, proved attractive to the males, particularly if the object on which she had rested was absorbent, like cardboard, dust or sand, and likely to hold an odorant, less so if it was hard and smooth like marble or metal.

Fabre found also that loss of the antennae rendered the moths very much less skilled at finding the female, and inferred that the antennae are the seat of the operative receptors. In a similar connection Kellogg has stated that as soon as the silkworm moth issues, the male seeks a female and succeeds as well in the dark as in the light, but that if one of the antennae is cut off the male it flies in circles and has difficulty in locating a female.

SENSITIVE SMELL GUIDES MOTHS

All the evidence points to the moths being guided by a supremely sensitive sense of smell. In fact the very great sensitivity has persuaded some investigators that they were dealing not with a sense similar to our own sense of smell, but with some superior sense which is denied to humans.

Fabre himself inclined to this view and considered that the distances over which males could be attracted were so great as to rule out what we understand by smell, and he postulated the existence of another sense, unknown to us, which by a vibrational stimulus warned the moths from afar. He thought that something about the moth vibrates causing waves capable of propagation to distances incompatible with an actual diffusion of matter. Krisch² reported an observation that an oak beauty butterfly perceived substances at distances so great that the chance of it making contact with molecules of the substance was very remote, and therefore the stimulus was presumably vibrational.

It is clear, therefore, that in moths the attractive stimulus is extraordinarily powerful, so powerful indeed that many investigators have refused to credit that it could be smell and have postulated other and more sensitive senses. Recent work has cleared up the point and has shown beyond doubt that the operative sense is smell. Evidently in moths there exists some supremely powerful odorous sex-attractant. The work which has brought conclusive evidence of this has been carried out on the gypsy moth. It has been carried out for quite a different purpose, namely for the extinction of the gypsy moth which is a serious pest. It would be a strange reversal of events if in years to come we find gypsy moths bred in captivity to yield their sex-attractant to the perfumers.

It will be as well, at the present stage, to consider the circumstances which have led up to this work being undertaken, and then to consider the results of the work which has been carried out on the sex-attractant itself.

THE GYPSY MOTH

The gypsy moth *Porthetria dispar* was first introduced into America in 1869³ by a French mathematician who conceived the idea of crossing it with the silkworm moth to breed a hardy race of silk producing insects. In the course of his experiments some of the eggs were lost by accident, or possibly some of the caterpillars escaped. He appreciated the danger and made public an announcement of the accident. The moths which were now free multiplied no doubt at a prodigious rate,

but it was not until twenty years later, in 1889, that the true seriousness of his accident was brought home to the public. The descendants of these moths then existed in such numbers that they defoliated fruit and shade and woodland trees in New England. Apples suffer most seriously of the fruit trees; peaches were for long thought to be immune but in 1932⁴ injury to peach fruits by the larvae of gypsy moths was reported.

CONTROL MEASURES

The state of Massachusetts in which the Frenchman had originally carried out his work suffered most, but it tackled the problem energetically and between 1890 and 1900 this state, single handed, practically exterminated the gypsy moth⁵. The means adopted for the control of the pest were removal of favored food materials and spraying. By 1900 the pest had been so reduced in numbers that its ravages were no longer apparent and then owing to public apathy and reluctance to spend money, the work was discontinued for five or six years. This gave the gypsy moth its great chance; it multiplied rapidly and by 1906 its ravages were worse than ever, so that an extensive campaign against it, with Federal help, was initiated.

If the control measures had not been discontinued in 1900 it is more than likely that the pest would have been completely exterminated, but, as it was, the cost of controlling the pest between 1907 and 1940 averaged one million dollars annually to the affected state, and seven hundred thousand dollars annually to the Federal authorities, so although practically the whole of this expenditure might have been avoided by suitable action in Massachusetts between 1900 and 1906 it is clear that the funds expended by the Federal Government to protect the rest of the U. S. against the pest have been well spent. In fact, for many years the gypsy moth has been one of the most serious insect pests in New England⁶ and wide areas of woodland and orchard have been completely defoliated.

GYPSY MOTH'S SEX-ATTRACTANT

Like the moths studied by Fabre and Mell, the female gypsy moth attracts the males by scent. The females do not fly, but the males fly

to them. In 1893, Forbush and Fernald⁷ had used traps baited with a virgin female to attract the males and the method had been found useful in scouting to assess the degree of infestation of a district, but was useless as a control.

In 1913 a distinct and notable advance in the investigation was made,⁸ when it was found that if the abdominal tips of unfertilized females were extracted with benzene, then the benzene extract would attract the males in the same way as the virgin female. It was then at once clear that the attractant was chemical in nature, was soluble in benzene, and was not due to any vibrational action on the part of the living female. To my mind, this single observation is sufficient to condemn the earlier theories of Fabre and others who viewed the sex attraction not as a chemical but as a vibrational effect. It was only the great sensibility of the moths to it which led Fabre and some of his contemporaries astray.

Extensive field trials have been carried out since 1941. In that year twelve thousand virgin female moths were caught and used for preparing trap solutions. The benzene extract of the abdominal tips of these moths is specific to the gypsy moth, and does not attract other moths. In the same way attempts to find other substances attractive to the gypsy moth have been unsuccessful. Some of the substances tried were the animal sex attractants muscone and civetone, cantharidin, *n*-caproic acid, isocaproic acid, salicylic acid, salicylic aldehyde, butyric acid, isoamylamine, Exaltone, and extracts of both Chinese and Russian cantharides. None of these had any attractive effect. The reason for the trial of the fatty acids was that recent work by Lehman⁹ on wireworms had shown that they are attracted by many aromatic-substances and that some of the fatty acids such as caproic and valeric were sex attractants. Evidently in the case of the gypsy moth the attractant is very much more specific.

CHEMICAL NATURE OF ATTRACTANT

An investigation of the chemical nature of the substance extracted by benzene from the female abdominal tips has been carried out by Haller, Acree, and Potts.¹⁰ The following information has so far been gathered.

The substance is fairly stable, and is soluble in the usual fat solvents. This is a general property of powerful odorants which are almost without exception lipoid-soluble. It is somewhat volatile in steam, but under reduced pressure (in air) it is not appreciably volatile at 60 deg. C at 20 mm. residual pressure. It contains no basic or acidic groups. It is not readily hydrolysed by alkali, not at all by dilute ethanolic potash, but is more susceptible to acid hydrolysis and is readily hydrolyzed and destroyed by dilute ethanolic hydrochloric acid. Saturation with hydrogen has a very unexpected effect. The attractant is unsaturated and if saturated with hydrogen, then the hydrogenated material is about twice as attractive to the male gypsy moth, as is the naturally occurring material. This is probably a significant feature. Another unexpected feature is that when the tips which have been exhausted by extraction with benzene are subject to acid hydrolysis, their activity is partially regenerated. When it is remembered that acid hydrolysis destroys the sex attractant itself, this behaviour seems at first sight anomalous. No doubt further work will clear up the apparent anomaly.

GYPSY MOTH BREEDING EXPECTED

Perhaps when the analysis of the sex attractant of the gypsy moth is complete, it will be found to belong to the same chemical class, namely the macrocyclic ketones, as do muscone and civetone. It may be that Nature has reserved this rather unusual chemical structure for the important business of reproduction. If so it is to be expected that the perfumer may find another animal fixative—the sex attractant of the gypsy moth—at his disposal, and in that event we may expect to see large scale breeding of the moth carried out in captivity.

¹ Sano, *J. Pharm. Soc. Japan*, 56, 913-4, and *Chemical Abstracts* 1938, 32, 8519.

² Kirsch, *Leipsiger Neueste Nachrichten*, 20 Jan. 1934. Quoted by Maybee *Can. Chem. Proc. Ind.* 1939, 23, 115.

³ Burgess & Baker, *U. S. Dept. Agr. Circ.* 464, 1938.

⁴ Hood, *U. S. Dept. Agr. Circ.* 235, 1932.

⁵ Burgess, *J. Econ. Entomol.* 1940 33, 558.

⁶ Haller, Acree and Potts, *J. Amer. Chem. Soc.*, 1944, 66, 1659-62.

⁷ Forbush & Fernald, *The gypsy moth*, Mass. State Board of Agriculture, Boston, 1896.

⁸ Collins & Potts, *U. S. Dept. Agr. Tech. Bull.* 336, 1932.

⁹ Lehman, *J. Econ. Entomol.* 1932, 25, 949.

¹⁰ Haller, Acree & Potts, *J. Amer. Chem. Soc.*, 1944, 66, 1659-62.

Short Adages

by R. O'MATTICK

We have just seen the movie "American Beauty," produced by The March of Time. On the whole, it was well done and covered in rapid succession many phases of the Beauty and Cosmetic Industry—a billion dollar business as the commentator pointed out. If you haven't seen it—do so. It will give a good bird's eye view of many things from the Superswank to cosmetics in the Five-and-Ten. Despite the gibes here and there about what women will do and go through to become glamorous, the movie really is a good plug for the Beauty Industry. After the male commentator is through with what he has to say about women and the time and money they spend to improve their looks, a lady's voice gets to work on the men. There are many more barber shops (which are nothing less than men's beauty-parlors) than are beauty salons in this our U.S.A. And the long line of hair tonics displayed show that men spend plenty of time and money on looks.

The movie winds up with the masculine side of the Beauty Business so that the women have the last laugh. This softens the protests of the helpless husband against the little woman's purchases of lipsticks, astringents, lotions, perfumes and the other 796 items on the cosmetic list.

One more interesting note about American Beauty. A scene shows how an official of the Food, Drug and Cosmetic Administration handles a case of misrepresentation. We recall with what dread many manufacturers of cosmetics looked at the prospect of the law that put cosmetics in the control of the Federal Administration. Some predicted that this would ruin the Industry. But they were wrong. The Industry has grown by leaps and bounds and while errors have been made, this law has been a boon to all reputable manufacturers who have always welcomed the prevention of fraudulent claims.

Speaking of the growth of the

Beauty Business, a recent survey made by the Post-War Planning Committee of the National Paper Box Manufacturers Association shows that increases will take place in the sale of drug, cosmetic and allied lines through 1950 over the 1944 levels. We hope this survey is not merely wishful thinking—and we do not think it is. So be of good cheer and prepare for an increase in business. Get those orders for paper boxes, jars, talc, perfume oils, colors, labels and all the other things that our advertisers offer or hope to offer as soon as they get hold of the raw materials they need.

Thanksgiving is over but we need not forget the things we are thankful for! This is the first Thanksgiving without war for us since 1941. And although there is economic strife we give thanks that in our democratic country everyone has a right to his opinion.

Dr. Rowmaterial adds that he gives thanks also for the one pound of Patchouli and the five pounds of Musk Ambrette he accidentally found in a bin in his laboratory which his helper was cleaning out for the year-end.

Dr. Rowmaterial, who is a man of letters, an expert with a rifle at one hundred paces, and has a score of

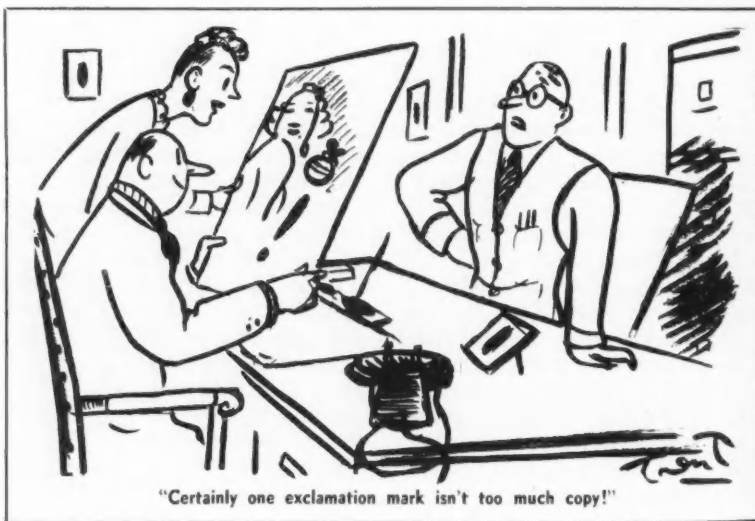
two bottles of Benedictine from my pre-war stock," he said, "against one bottle of ketchup, that you cannot name the author." We took him up on the wager and handed over the ketchup after five guesses and then giving up. Here is what he read—can you name the author?

"That which above all others yields the sweetest smell in the air is the violet, specially the white double violet, which comes twice a year. Next to that is the musk-rose. Then the strawberry leaves dying, which yield a most excellent cordial smell."

We dropped in to see Dr. Rowmaterial who returned from a well-earned vacation. He was very busy mixing some sort of styrax resin with some other kind of goo and singing a tune which sounded like Gilbert and Sullivan and ran something like this: "When duplications have to be done a perfumer's life is not a happy one."

"Very appropriate," said Otto Stock, "that tune comes from the Pirates of Penzance."

A famous forthcoming event, which is always something all men in the Essential Oil Industry look forward to, is the Cocktail Party, Dinner, Entertainment, and Annual Meeting of the Essential Oil Association of the U. S. A., which takes place early in



other accomplishments—as well as being a remarkable perfumer, read this passage to us from a first edition in his fine library and asked us to guess who wrote it. "I will wager

January. Have a good time, fellows, and may your mood be so gay and warm that on the morning after, you will decide to spare that one pound of Patchouli out of kindness.

A Method of Recording Odor Impressions

*The odorgraph facilitates
establishing and recording
comparative odor values*

by GUSTAV CARSCH

MOST individuals have at times gone through the sensation that a whiff of scent suddenly released memories, brought out recollections of past experiences, illuminated whole scenes of one's life. The reverse process of remembering odors in connection with impressions received through other senses seems to occur far less frequently.

Yet it is of vital importance for the professional perfumer to memorize olfactory impressions. However, only a few rather phenomenal persons like John Kieran, of "Information Please" fame, are able to remember almost everything they have ever known. The more average mind needs the help of records to back up its memories.

ODOR IMPRESSIONS

But the recording of odor impressions represents a difficulty in itself. Words alone are quite inadequate. We lack a suitable nomenclature and proper definitions. And as long as our understanding of both the nature of odors and of the human olfactory mechanism remains in the present embryonic stage, scientific classification of scent, comparable to the classification of sound by wave length, is out of the question.

All we can do is to determine relative odor values of the things we smell. In the perfumer's every day work this largely narrows down to comparing fragrances which belong to the same family, are similar or are supposed to be identical. The Odorgraph is nothing more than a tool which facilitates the establishing and recording of comparative odor values.

Inspired by an article by Professor Ralph Bienfang, published in the April 1942 issue of THE AMERICAN PERFUMER, the writer has developed a practical method for odorgraphs. He has used them for several years and they have proved helpful and convenient.

GRAPHING OF ODORS

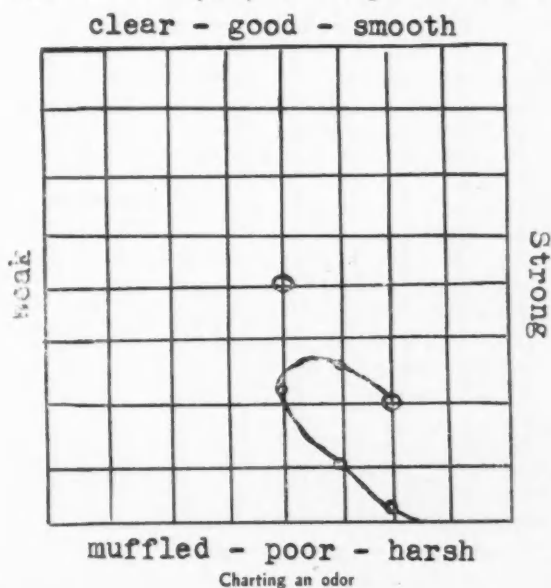
The reproduction of the chart with one odor curve is almost self-explanatory. It expresses two functions:

Quality and strength. The horizontal axis is, obviously, the axis of strength, increasing to the right and decreasing to the left side. The vertical axis represents quality, improving toward the top and declining toward the bottom of the chart. Quality, of course, can embrace different characteristics. The more common attributes are listed on the chart. Those which do not apply are crossed out in certain cases. If necessary entirely different expressions can be substituted.

In practice this is the way in which odorgraphs are made: Compare the merits of two samples of an aromatic chemical which is manufactured in different grades. "A" represents the

standard, the material has been used. "B" represents the same product from a different source. Because the industry lacks standardized grade labeling the relative quality and strength of "A" and "B" must be determined.

Graphically the standard sample "A" is always represented as the zero point. Smell both samples on blotters and then plot the position of "B" on the chart relative to "A" for quality and strength. In our theo-



retical example "B" turns out to be more powerful and also much harsher than "A" when freshly applied. So, it is marked as a point to the lower right of the zero point. Continue to smell both blotters every hour on the hour or at such intervals as may be desirable, and each time simply mark the point where "B"

belongs in comparison to "A". Thus a series of plottings or a curve is obtained which tells the story of relative quality and strength through all phases. In the case of our example it shows this: "B" has a topnote harsher and stronger than "A". In the medium phase "B" comes to resemble "A" more closely, in fact, has the same strength for a while, but always remains harsher. And the endodor of "B" is again stronger and much harsher and cruder than that of "A".

It has taken fifty words to express in writing what can be represented adequately by one line. And this example deals only with two items, one of them the standard. It is when it is necessary to check several items against a standard and against each other, as is often the case, that expression of the findings in words becomes exceedingly clumsy. When evaluations are noted in the form of several curves on the same chart, then all the interrelationships are shown at a glance, and the odorgraph proves indispensable, once its use has been adopted.

Whenever there is more than one curve on the same chart, the curves should be drawn in different colors. This is a great visual aid.

APPLICATION OF GRAPHS

The application of odorgraphs can be divided into three groups: 1) Evaluation, 2) Control, 3) Information. The first refers to the type of comparison described above. The second means checking of shipments against previously submitted samples or previous shipments of the same item. This should, of course, tie in with the checking of physical and chemical constants. In this case, if everything is perfect, no differences might be observed, and therefore no curve obtained, because the odor of the sample is always identical with that of the standard. However, when there are differences the odorgraph again is useful in rating them in all stages. In these cases the writer has used the following, arbitrary classifications:

Any point within the first line from the zero point in either direction: Slightly different but quite acceptable. Any point between the first and the second line: Clearly different but still acceptable. Any

point beyond the second line from the zero point: Difference too great. Not acceptable.

It is in the third group of applications, called Information, where the most spectacular curves occur. This group refers to comparisons of chemically different items which are related in odor type, sometimes closely, sometimes distantly. For instance: Bornyl acetate against pine needle oil, or geranyl butyrate against cinnamyl propionate, or a perfume base specialty of woody character against cedarwood oil on one side and against vetivert acetate on the other hand. The imagination will readily supply many other examples. The plotting of such curves, especially for aromatic materials which are not the usual, run-of-the-mill items, will often prove fascinating and instructive, and reference to such odorgraphs at a later date is frequently helpful in the formulation of new compounds.

Book Review

MODERN COSMETICOLOGY, Ralph G. Harry, with a foreward by P. B. Mumford, second edition. 432 pages, 5¾ inches by 8¾ inches, Leonard Hill, Limited, London. Illustrated, indexed, 1944.

It was my privilege to review the first edition of Harry's book. Now the second edition is already in print and again it is a pleasure to review this different kind of cosmetic book. An honest review should point out faults if any and the good points as well. This review is as honest as it can be made.

Perhaps it would be good to give a little "foreword" to this review by saying that the criticism made is based on American practice, while the author's point of view cannot help but be British. For the most part the two tastes are a great deal alike, but they are not so in all cases.

The second edition is a tremendous improvement over the first one. No trade names are used in the text as they were previously. Excellent color microphotographs are dispersed throughout the contents and in the proper places.

After going through the book, one feels as if the chronology could be better. Actually it is quite good except for the three chapters on allergy,

antioxidants and preservation which might have been better placed elsewhere.

Ingredients of formulas are listed without reference to melting point, grade or viscosity. Thus the cleansing cream formula on page 43 if made with certain ceresins could be a semi-liquid instead of a solid product.

On page 53, the author suggests the use of hydrogen peroxide with lemon juice. On page 192 avocado oil is used in a cream without antioxidant, as are vegetable oils in formulas appearing on page 253. The first formula for shampoo on page 286 will not lather much since it contains sodium lauryl sulfate and soap in practically identical amounts. These slips are obvious. On page 130 and following, *sun screen* is given in a formula varying from 5 to 10 per cent, with no indication of what screen should be used in each case. The chapter on deodorants and antiperspirants doesn't recognize the modern "buffered" products, nor the creams of the vanishing type containing aluminum salts. A discussion of cake make-up is omitted. The discussion of depilatories is meager. Cold permanent waving is not mentioned and the variation in solutions for use with chemical heating pads as compared to electrical heating methods is not touched upon.

It is true that these omissions and minor errors are practically of little importance when one reads the excellent chapters on histology of skin, hair and nails for example. In fact, the more dermatologic aspects of the book far outshine the cosmetic aspects and one wonders if the author should not have published two volumes, one on say cosmetic dermatology, the other on cosmetic formulation.

In the dermatological and histological portions of the text, generous use of the scientific literature is made, while in the outright cosmetic formulation sections, there is much less reference to cosmetic literature, by comparison.

Mr. Harry's book is a definite and great contribution to the science of cosmetics. Technicians everywhere will acclaim it as one of the worthwhile books on cosmetics. The author is to be congratulated for a good job which was done under wartime handicaps.

—M. de N.

A Survey of Spanish Essential Oils

*Oil of pennyroyal is a source for manufacturing synthetic menthol . . . The properties and chemical composition of oil of wild marjoram . . . Spanish wild marjoram is used for seasoning food products**

by DR. ERNEST GUENTHER

Chief Chemist, Fritzsche Brothers, Inc., New York, N. Y.

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OIL OF PENNYROYAL

amylethylcarbinol and its acetate Naves²³ reported that European pennyroyal oil contains 0.2 to 1.0 per cent of amylethylcarbinol and smaller amounts of the acetate.

n-octene-l-ol (3) (Matsutake's Alcohol) According to the same author.²⁴

3-methylcyclohexanol Very small amounts observed by Naves.²⁵

a pentenyl-ethylcarbinol with the double bond at the end of the chain Reported by Naves.²⁶

primary n-hexanol and *primary n-octanol* According to Naves.²⁷

thymol and *carvacrol* Observed by Naves.²⁸

a lactone $C_{11}H_{14}O_8$ and *a bitter* This compound is identical, according to Naves,²⁹ with that found by Sernagiotto³⁰

lactone among the products of pulegone autoxidation. The bitter lactone may be nepeta lactone.

a blue oil (azulene?) In the highest boiling fraction, according to Tetry.³¹

In the abnormal oils described above, Naves identified piperitenone³² [p-menthadiene-1,4,(8),-one-(3)] and isopiperitenone³³ [p-menthadien-1,8,(9),-one-(3)], a minor constituent. These two compounds were also isolated by Naves in Moroccan pennyroyal oil, distilled from immature *Mentha pulegium* var. *villosa* Benth. This oil contained 62 to 64 per cent of d-pulegone and 2 to 4 per cent of piperitones, together with about 24 per cent of a mixture of ketones $C_{10}H_{14}O$.

TOTAL PRODUCTION

The total production of oil of pennyroyal in Spain previous to World War II amounted yearly to about ten tons on the average, the production in Morocco to a few tons, with a tendency towards expansion. During the war, production was largely increased, reaching about sixty tons of Spanish oil in 1942 when most of the oil was exported to

Central Europe, especially Germany and Switzerland, for the manufacture of synthetic menthol. The production of Spanish oil of pennyroyal is estimated at approximately fifteen tons.

Pennyroyal is a gently stimulant aromatic; it is recommended in cases of flatulent colic and sick stomach. When administered in the form of warm infusions, it promotes perspiration. Dose of the oil: 2 to 10 minims (0.12 to 0.6 cc.).

The main use of the oil is in the scenting of soaps and, most of all, for the manufacture of synthetic menthol.

²³ *Ibid.* 26 (1943), 1034. *Chem. Abstracts* 37 (1943), 6819.

²⁴ *Ibid.* 26 (1943), 1092. *Chem. Abstracts* 38 (1944), 1072.

²⁵ *Ibid.*

²⁶ *Ibid.*

²⁷ *Perfumery Essential Oil Record*, Aug. 1944, 225.

²⁸ *Helv. Chim. Acta* 25 (1942), 732. *Perfumery Essential Oil Record* 36 (1945), 121.

²⁹ *Helv. Chim. Acta* 25 (1942), 732.

³⁰ *Gazz. chim. ital.* 1, 47 (1917), 150.

³¹ *Bull. soc. chim.* III, 27 (1902), 186.

³² Naves, *Helv. Chim. Acta* 25 (1942), 732.

³³ Naves and Papazian, *Ibid.* 25 (1942), 984.

³⁴ Naves and Papazian, *Ibid.* 25 (1942), 1023.



Pennyroyal field distillation in Spain

* Continued from the previous issue.

OIL OF WILD MARJORAM

Thymus mastichina L., the Spanish "forest marjoram," *Mejorana silvestre* Lázaro (or "tomillo blanco"), or as it is called vernacularly "Almoraduz," grows wild in the low sections (40-50 m. altitude) of the provinces Sevilla, Huelva, Granada and Almeria. The plant flowers from end of April to June when it is distilled in field stills as described under Oil of Spanish Spike Lavender. One hundred and ten kilos of flowering plant material yield 1.2 kilos of oil. Some years ago the plant was cultivated in Medina Cidonia (province of Cadiz), that picturesque and historical village renowned for its Moorish character. However, the cultivated plant soon degenerated and adapted the characteristics of the wild plant, especially its camphoraceous odor.

Another plant, viz., *Thymus cephalotus* L. which grows wild at an altitude of about 400 m. in the province of Jaén, yields an oil with the same properties as that from *Thymus mastichina*. However, the main source of Spanish wild marjoram oil remains *Thymus mastichina* L.

Imports of marjoram oils into the United States, the principal consumer of this oil, have in normal pre-war times averaged several hundred kilos per year.

PHYSICO-CHEMICAL PROPERTIES

Shipments of genuine Spanish wild marjoram oils received and analyzed by Fritzsche Brothers, Inc., during the past years varied between the following limits:

Specific Gravity at 15°	0.914 to 0.922
Optical Rotation	+0°42' to +10°41'
Refractive Index at 20°	1.4631 to 1.4661
Saponification Number	5.1 to 13.1
Ester Number after Acetylation	46.7 to 81.2
Phenol Content	2 to 4%
Cineol Content	63.2 to 65%

In regard to the physico-chemical properties of wild marjoram oils, see also the investigations of Dorronsoro,¹ details of which are reported in Schimmel's Berichte,² and by Gildemeister and Hoffmann.³

CHEMICAL COMPOSITION

The chemical composition of the Spanish wild marjoram oil is entirely different from that of sweet or

garden marjoram. It contains a large amount of cineol or eucalyptol which is the main odor carrier. Dorronsoro¹ identified the following compounds:

cineol

The main constituent, the oil containing from 64 to 72 per cent of cineol. Identified as addition compound with phosphoric acid, and with resorcinol m. 80 deg.

d- α -pinene

The oil contains 7 to 8 per cent b. 168 deg. Identified as nitrosochloride m. 103 deg., and as nitropiperidine m. 118-119 deg.

a phenol (?)

Less than 0.1 per cent. This substance does not crystallize, neither does it give a positive color reaction with ferric chloride.

l-linalool

In the fraction b. 185-195 deg. Characterized by oxidation to citral and formation of the β -naphthocinchonic acid compound m. 197 deg.

Acetic acid and isovaleric acid

Present in free and ester form.

USE

Oil of Spanish wild marjoram is used in spice bouquets for the seasoning of table sauces, meats, sausages, soups and food products in general. Although it possesses a marked cineol character and is less characteristic of marjoram than the oil of sweet marjoram (*Majorana hortensis*), the Spanish oil has nevertheless obtained considerable popularity as it offers the advantage of a much lower price.

¹ Contribución al estudio de las esencias españolas. Esencia de mejorana silvestre. Madrid 1910. Ber. Schimmel & Co. April 1911, 118.
² Ber. Schimmel & Co. April 1911, 118; 1921, 87.
³ "Die Aetherischen Öle," 3d Ed., Vol. III, 770.
⁴ Ber. Schimmel & Co. April 1911, 118; 1921, 87.

(Editor's note: conclusion of article)

Improved Insect Sprayer

American troops in the Pacific had a new "weapon" with which to battle insects, which, in their own way, proved to be as persistent enemies as the Japs. According to an announcement by Col. George F. Spann, QMC, Commanding Officer of the Jersey City Quartermaster Depot, revised specifications were drawn up covering the insecticide sprayers bought by the Army to insure maximum protection against annoying and dangerous insects.

Procurements of sprayers had exceeded 575,000, representing more than one year's total production by the industry prior to war.

Commercial-type sprayers previously purchased at the depot in one, two and three quart sizes proved inadequate in combating climatic conditions in the Pacific theatre of operations. Extreme moisture caused excessive rust, while fungi of that area ate into wood parts such as handles and plungers, as well as leather washers incorporated in the pumps.

Revised standards require two-quart, galvanized stool sprayers painted in familiar Army O.D. color and equipped with steel and brass handles and plungers. Washers are now treated with a special oil which offers more protection against mildewing and rotting. Liquid insecticide chambers or tanks are electro-welded to avoid leakage, and caps are attached by small chains to avoid loss.

One of the most important features of the improved sprayer is a shut-off valve which facilitates spraying operations and prevents dripping or waste of liquid content. Unlike commercial-type products, the new model does not release a spray while the operator is pumping. Actual release takes place by opening the shut-off valve, after sufficient pressure has been obtained in the pump.

Use of Filbert Oil

The National Farm Chemurgic Council has reported to the Government that filbert oil is useful as a base for perfumes because it has the property of absorbing and retaining odors.

The American Perfumer

Cosmetic Trends in the Middle West

Stores which have installed men's toiletries departments report expanded sales . . . Winds and drying weather produce increased demands for creams . . . Cosmetic kits and sets are a sound holiday feature

by JEAN MOWAT

PERFUME fragrances at any of the smart night spots in the Middle West indicate a trend toward a period of elegant dressing that has not been since 1939—when World War II began.

PERFUME SALES HIGH

If there are any American manufacturers of fine perfumes who feel that they will have to combat the influx of French scents for Christmas 1946 they can take heart from the sales that are being chalked up now. The week before Thanksgiving more than 3½ pages of perfume advertising were used in Chicago newspapers. It put perfumes into a spot that only Christmas selling can equal.

Mid-west advertising ran equally as much, but not in any one week, for many of the ads were for one-eighth page, carried through for several days, often one store featuring several brands. The fancier and more unusual the name the better the sale, say buyers. One perfume maker in town last month was hunting for a name for a new perfume and if the name lives up to the scent it will have everything that the word allure can conjure.

Walgreen's have been doing a great deal of unusual presentations, and two roto pages featuring perfumes struck a new high for this chain with its more than 400 stores. The black and white ads of the average store did not have as much appeal.

KITS AND SETS FEATURE SALES

Cosmetic kits of almost any type have been such a scarce item for the holidays the past two years that they have had an unusually heavy de-

mand. This year, more kits will be available (if shipments come through but all stores report these very slow) and a check is being kept on demand. Some buyers aver that not until travel can be freely indulged in will these sets improve in daily sale.

Sets are having an interesting sale as far as holiday history goes. Walgreen's used two pages to feature them; Oreck's of Duluth made a special bid for sets when it suggested the companion sale of "Saint and Sinner" in which both perfumes could be used or one perfume with matching cologne. The idea was accepted. Katz of Kansas City offered its "Pig-tail Parade" as the latest holiday idea in sets. This is one of the teen-age cosmetic sets that is enjoying an excellent reception throughout the country. As the first Christmas arrives since they have been offered, it will probably prove a boon to the harassed uncles and aunts who can't remember ages of their nieces and nephews. The latter can, of course, find in the dusting mitts many uses not intended by the manufacturer, and they might even accept the soap.

COSMETICS FOR THE BABY

Schuneman's of St. Paul offered a cosmetic box for the new baby. It contained cream, talc, soap and special oils for the baby, plus cotton swabs, etc. A gay covered box to hold these items was a featured item for spot selling at \$2.50.

Stix, Baer & Fuller of St. Louis hit a happy plan for the home when it combined a guest set, priced at \$1.25, with bath essence, toilet water and talc. This is an idea which can be made into a "thank you" gift, and

carry out unusual smartness in packaging at the same time.

EXPANSION IN MEN'S TOILETRIES

The anticipated sales in men's toiletries are so far ahead of that of 1945 that most buyers believe even these can be exceeded. Men returning from the service are using more of these products than was ever recorded. Last spring it was reported in these columns that your roving reporter had found written requests for many of the deodorants. Now that the boys are back everyone hopes they will use them in the confined office and factory space. Older men who have not been to war may have comments from their sons and a gift of a box of toiletries.

Due to demand, the Fair, Chicago, has added *Cargo* and *Royal Oak* to its extensive line. Famous-Barr Co., St. Louis, is another store in the middle west pushing men's cosmetics. Capper & Capper, Chicago, an exclusive men's wear store, has been using half pages to feature these items, and giving excellent window display to them. All of the stores that have installed exclusive men's departments report that sales are amazingly good, and in contrast to former years, when most of the purchases were made by women, it is the men who are selecting their own or giving the name of the brand they want.

WINDS INCREASE CREAM SALES

Cold weather throughout the country has produced a great deal of presentation of creams, lotions and protective creams for the winds and drying weather. National brands are given all preference in both advertis-

ing and display and while there were some cut-prices, featured sales were made on the higher priced items due to the finer oils which they contained. As the oil situation eases many of these creams will give added protection.

Because the average woman did not know that virtually all the oils were imported she has complained about poor creams, or that her skin does not respond to them as it did several years ago. No campaign has been started by any store to change this opinion but buyers hope that before another year rolls around the average woman will find that the response to the creams she buys is quite amazing. Many believe that this fact alone will serve to keep sales at the current high peak.

POWDER SALES HOLD STEADY

The volume of powder sales being made today is regarded as indicative that many women over 25 believe that a regularly prepared and matched powder for their own skin is superior to a cake type. In some stores there is comment made that sales on cake powders are being carefully watched, and other stores report that sales on this item have probably reached their peak. While the Factor cake is the top seller many other brands are thought to have eased up because of the cold weather and no immediate demand for a skin-sticking powder. The teen-agers make up the bulk of these consumers.

National advertising on powder stressing the allure it gives to the skin, and radio broadcasts may have had something to do with its return—as well as the many bare-faced hats that seem to leave a face more open than when no hat is worn.

TRENDS FOR 1946

Although most buyers are wondering what they will have to sell in January, the cosmetic and perfume buyer is less concerned.

Lord's in Evanston will clear out broken lines by placing such merchandise on a "Pick-up Table," on which prices are clearly marked. The idea moves merchandise which on the shelf had, apparently, no appeal to buyers.

Anything May Happen Department: In the Chicago offices of NBC many of the girls were so badly made up for business that Syd Simons,

make-up expert, conducted a six weeks course in street makeup and tips for the evening. How to apply lipstick was the first instruction, and equally as important was the use of eye shadow. It's an idea which many cosmetic counters could use. Few of the average offices have girls who know the art.

Walgreen's found the idea so important that it held special classes for all of its girls throughout its entire chain. Not only were these held but the merchandise manager and his cosmetic assistants made a swing about the country in 10 days to visit a dozen cities from New York as far south as Miami and New Orleans, the West Coast and back into Chicago. Since the firm purchased two planes it will enable the department buyers to keep in closer touch with their stores.

Firms that have seen the success of treatment lines are eyeing the future as to production of some of these, due to their success with matched nail and lipstick colors. The success of Farel Destin may be an important straw in the wind and give many of the older lines a pep injection.

LEG LOTIONS STILL SELL

Leg lotions are still selling, but when leading stores have four and five brands on the counter in December it means business for that display space is too valuable. Many sales are for Southern vacations. Also there is enough left in stock—in some sections—to begin the new season. But buyers are generally cautious with nylons available to everyone next year. That trend will be carefully watched.

LUXURY PRESENTATIONS

The return of fancy soaps for children has been a high point in the stores and the sale of the zoo-box that Wrisley offers has been active.

Creme shampoo continues to show increased sales.

All fancy items to make a bath more interesting are gaining in sale. Despite repeated warning that bubble-baths are at their peak, sales hold steadily. The teen-agers are taking to this and find a bubble-bath both fun and a delightful way to soak.

Dusting mitts are still shown but many more large boxes of talc and huge puffs are taking over some of this business. Bath salts and match-

ing color and scent in soap is a gift combination being shown.

It has always been an idea that confining advertising to one particular item was the way to produce sales. Last month Marshall Field & Co. knocked the idea into a cocked hat and found it produced sales far in advance of one year ago.

Using a full page, the question was asked "If she loves pretty luxuries . . . and what woman doesn't?" There were seven items on the page. Two of these were lounging robes and combined with a smartly arranged ad were five cosmetic luxury items . . . for the bath, cologne and matching perfume for the final touch of smart scent. Carson Pirie Scott & Co. had a similar idea in its companion advertising and both stores found the theme of luxury presentation successful. It may be a new trend. At least in Chicago it produced new sales and created interest. The same general idea was used to promote the sale of men's toiletries, with robes, and again created interest at Field's.

Retail Sales Rise

Sales of all retail stores, chain and independent, are estimated at \$5,710 million in July, 3 per cent above the same month a year ago, the Department of Commerce announced recently. For the first 7 months of this year sales were 6 per cent above the corresponding period of 1944.

Indicative of consumer interest in soft goods, dollar sales of non-durable goods stores increased 4 per cent above July, 1944. Durable goods stores recorded a rise of only 1 per cent over a year ago. Pent-up demand for durable goods will not be fully felt until the products of reconversion reach retail outlets in substantial amounts.

Perfumes from Roses

Tincture of Roses.—Take the leaves of the common rose, place them, without pressing, in a large mouthed bottle; pour some good spirits of wine over them, seal the bottle securely, and let them remain in a dry place for a month or two. —*Peterson's Magazine, June, 1877.*

How to Add "Face Value" with Make-up

The two acts of drawing and painting are subtly united in the business of beautifying the face . . . Make-up must be blended to acquire a perfectly natural, life-like appearance

by MONA MANET

In manufacturing and merchandising a line of cosmetics, it is easy for anyone to occasionally lose sight of the end use for which the products are intended; the actual facial application to achieve a preconceived result. While it goes without saying that merchandising is of the utmost importance, it is also true that consumer acceptance and method of use should never be forgotten. It is for this reason that THE AMERICAN PERFUMER herewith presents this up-to-date article.

AN artist uses an extremely rich palette to evoke a natural-looking portrait. So, too, must the intrinsic color in flesh tints and hair coloring be complemented and improved, but not obviously so, in enhancing nature's abundantly bestowed beauty. The face contains innumerable notes of line, light and shade, masses and planes, to be flattered and cajoled through meticulous modeling with carefully selected cosmetics. Make-up should become a most expert hobby.

It is remarkable that a woman seldom knows how she really looks. Therefore, it is necessary that she get on more than absent-minded terms with herself before she goes into the matter of painting her face. As she will have to acquire skill in accenting and enhancing what the curious eye discerns she should spend a lot of time in front of her mirror in studied adsorption.

The two acts of drawing and painting are subtly united in the business of beautifying the face. To do justice, one must be aware of the anatomy of the entire body. At present, we are concerned with the shape of

the head, face, eyes, neck and ears, but even height and weight should be taken into consideration. Make-up must be applied to create an illusion that will suffer the vagaries of light and reflection, day and night, according to the setting and clothes of the wearer.

USE FINGERS AS BRUSHES

As a painter assembles his paints and brushes for his work, so must the selection of the cosmetic ensemble, and the choice of lipstick and eye brushes be painstaking. It is important that the hands be nimble and clean. Each one of the ten fingers can serve as an individual brush, enabling swift and accurate work to be done from one finger to another. Wipe them off frequently to avoid any smudginess in make-up. Throughout the procedure, be sure to remember—don't neglect the neck!

CLEANSE FACE

Find a cream that is suitable, preferably one with both cleansing and lubricating qualities. After having cleansed the face, not once, but twice at least, massage it briskly with a wet piece of cotton diluted with an astringent to bring the blood to the surface and arouse the natural coloring. The face must be thoroughly cleansed, stimulated and dried in preparation for a lasting make-up. The time element involved, once the

routine is established, is quite negligible. Each of the following steps can be done in a second's time, and the entire "works" should not take more than ten minutes.

MIX COSMETICS WITH SKIN TONES

Refined new hues, shades and varying values are arrived at by the mixture of cosmetics with skin tones. Opposites will serve to improve genetic coloring that is undesirable. In fact, it is seldom wise to purchase a powder that is the exact color of the skin. Instead, buy something that is a little lighter or darker, warmer or cooler.

If the face has too many warm colors, such as yellow, orange and red, a sunny beige foundation and



Cleanse the face thoroughly for a lasting make-up



Frame lovely make-up with a flattering hair-do

face powder will subdue this florid coloring and harmonize with it. If there is an inclination to be sallow with an excess of cool colors, such as green, blue and violet, a deep, rosy blush will vitalize them. This mixing of tones is of the utmost importance.

The normal skin contains quite a quantity of varying tints and overlying coloring must be combined with them to provide a perfect foundation for the additional cosmetics which are to be applied.

The blending of the background skintones with the foundation base that will revivify a complexion will produce a helpful monotone from which to study the large facial planes and shadows. The modeling of features is thus thrown into relief to indicate precisely what must be done subsequently. Incredibly little foundation is needed to induce the rest of the make-up to adhere. A tiny dot of foundation creme on the forehead, nose, cheeks, and chin, with three on the neck should be ample. Once this has been smoothed on, the whole should be gone over again, with fingers dipped in water, to ease off any surplus, and avoid any blotchiness later. Thus, only a very fine film should remain on the face to prove lasting and comfortable for hours.

MAKE UP FROM TOP TO BOTTOM

In make-up, first work under the

powder, and then over it to accomplish an exquisitely flawless and "fool-proof" finish. Always work from top to bottom, from the eyes, to the cheeks and lips. It is possible to apply at least three shades of eyeshadow with no one the wiser. A black liner can be worn during the day quite effectively if delicately applied. The eye is more than a utilitarian seeing apparatus. It is an area formed and shaded by the side of the nose, the plane from eyebrow to eyelid, and the plane from cheekbone to the lower lid, and eye corners. If properly painted in value and color, these surrounding planes will

make more luminous the whites and pupils of the eye, and the eye itself will then appear as large and interesting as it should be. Consequently, the cosmetics used in this area must be formed and shaded into those used in the other areas formed around it.

DRAW TRUE EYE SHAPE

With the black "liner" (either black eye shadow or black eyebrow pencil softened in vaseline) draw the true eye shape deftly and lightly along the upper lashes. No makeup, ever, on the lower lashes, incidentally! Then, draw it through the lashes two or three times. When this is matched, later, with mascara, the lashes appear longer and more luxuriant, instantly, and the eyes at least twice their size. Apply a foundation shadow next, over the lower lid, diffusing the color half-way toward the brow. Use gray if the lid has an excess of brown or yellow in it, brown if it is either too pink or colorless. Then apply a "shiner," another liner one-eighth of an inch in depth drawn along the lashes and blurred gently upward, violet to enhance the light eye, blue for the dark.

USE OF CREME ROUGE PREFERABLE

Now proceed to the cheek. Creme rouge will be found most satisfactory here since it is lasting and pliable, and can be simply marvelous in improving facial contours. Since the

jaw indicates its shape, feel for the cheekbone and work from it and around it in correcting the lines of the face. Blend the rouge in a triangular pattern, fairly close to the nose for a round face. Should it be long, blend in a perpendicular fashion, if oval use an elongated movement, and if square, the application of the rouge in an oblique line will tend to give a rounding effect.

In any case, the rouge is always swept gently upward in the direction of a natural blush, never too close to the nose, always fairly close to the eyes to complete the shading of the planes surrounding them so that the colors truly melt into one another. By easing rouge sparingly over "fatigue" lines it will be found that a much more rested and youthful appearance results immediately. The clever application of rouge can soften facial contours, balance chin and nose, and get quite a "rise" out of eyes. A gay pink tone is best for the fair, while a pure red will brighten the skin of the brunette.

IMPROVE THE SHAPE OF LIPS

Lip make-up is stylized for the most part today, since it has become chic to wear a shade that will match a costume or nail polish. Whatever the choice of color, be sure to improve the shape of the lips. Very few mouths are perfect. Usually it will be found that either the upper or lower lip is out of proportion. Often they are uneven from one side to the other, too. It is simple enough to make lips match if the outline of the lips are fashioned after the best side of the mouth. The dexterous use of a brush can help remodel a face without benefit of plastic surgery. A well painted mouth will subdue a nose that is too large, or soften a face that appears too sharp.

SET MAKE-UP WITH POWDER

Before applying the powder, wipe off the fingers once more, and re-touch the make-up with the bare fingertips to be sure that the colors fade into one another, leaving absolutely no line of demarcation. Run a finger along the eyelid to blend the shadows there together into a whole, and to insure the shadow from "oozing" when the make-up is finished. Then, fluff the powder on with abandon, covering the entire face, neck, lids, eyelashes and lips to "set" the make-

up that it may last for several hours. Mascara is much more effective over a powdered lash, while powder tends to hold lipstick indefinitely.

As is done in the theatre, leave a wacky, clown-like smudge of powder on the nose while the make-up is continued. Retrace the lips again, and fill them in, blotting once more to keep them from looking lush enough to "drool." With the finger, blend the powder on the lid into the eyeshadow. Hold the eye steady with one hand to permit the application of mascara along the lashes. Go over them with a dry brush.

SHAPE EYEBROWS TO FRAME EYES

Finally, brush out the eyebrows, brushing upward first, and then deftly tapering them down to find their most becoming arch. It will usually be found that they need some "patching up" too, for eyebrows seldom grow well enough to suitably frame the eyes themselves. If the eyebrows have been plucked with reckless indifference, this misfortune may be corrected with a little artistry. Use two sharply pointed pencils, one black and one brown (eyebrows usually grow in at least two tones). Draw with gentle hair-like strokes, never a heavy solid line, blending the two shades together. Be sure the shape is flattering. No eyebrow should be too thin or too distant from the eye. Obviously, the further away it is the less it will do for the eye. With a finger again, blur the corrected eyebrow.

As a last step, dust the clown's "blob" of powder off the nose and over the face once more. Blot the whole with a damp piece of cotton to take away that "plastered" or "floured" look, and set and finish the make-up.

Make-up is simply a matter of doing and undoing, adding and subtracting, to acquire a perfectly natural, life-like appearance. It may be likened to an Oriental floral arrangement wherein one starts with an enormous bunch of flowers slowly to discard them, one after another, until the most piquant and satisfying effect has been accomplished.

A lovely make-up must always be framed by an appropriate, flattering hair-do. Neither is right without the other. But with both, harmonized, and flattering, "face value" is realized in its fullest sense.

Cosmetics and Toiletries

The cosmetic and toilet preparations industry is making every effort to achieve its goal of maximum sales in the domestic market. A large percentage of promotional effort is being concentrated upon men's preparations, junior misses', and even infants'. Manufacturers are being somewhat hampered, however, by the WPB inventory controls still in effect.

This industry had no conversion problems since its equipment did not lend itself to the manufacturing of war essentials. It did contribute to certain special war efforts, directly consonant with peacetime activities, in the supplying of camouflage and other products to avert discomfort through sun and wind burn.

Metal vanity compact and lipstick cases are now lifted from price control by OPA. This does not free metals for such use instead of the plastic holders now used, but it indicates the direction of thought and action.

The proposed shipments of coal to Europe by the Department of the Interior will make it possible for the floral and essential oil industries in France, especially, to process products for their domestic and foreign trade. If the coal arrives during the harvesting periods it will produce results in this industry, but if the flowers cannot be treated immediately when cut, the crops will be lost. Partially favorable results may be expected if auto trucks are made available to France so that the producers, who collectively own lignite coal mines, might transport the coal about 150 miles from the mines to their factories at Grasse.

The French Government and the manufacturers of French perfumes are putting into effect plans to sell their finished products to the United States, Canada, and elsewhere. The processors of French floral oils would like to supply their French, United States, and United Kingdom customers on a prewar percentage basis. This would be equitable and satisfactory to the United States and the United Kingdom.

It is hoped that such a plan is followed because full servicing of France's own perfume industry by its floral oil industry would preclude any supplies reaching the United States and the United Kingdom, and would set back for many years the foreign

commerce of France in the basic floral oil commodities.

The United States Army has bought such large quantities of lemon oil from abroad and in the United States that domestic United States beverage manufacturers of lemon flavors were seriously curtailed. Terpeneless lemon oil is being offered by Italy for sale to manufacturers in the United States. This will alleviate the condition for those who use this type, and these offerings probably forecast offerings of the regular lemon oil. Under normal conditions, the United States produces sufficient lemon oil for all its requirements in addition to some for export. Italian reentry into world markets will cause serious thought as to its effect on future United States quantity production.

Certain aromatic chemicals employed in soap and toilet preparations are, and will remain, in short supply. Citronellal and hydroxycitronellal from oil citronella Java, linalol from bois de rose, citral and synthetic violets from lemongrass are the important ones. Resumption of full-scale shipments of these oils from Java, India, and Brazil alone will alleviate the situation. However, there is no immediate prospect of this taking place.

The declaration by the United States Army of a surplus of toilet soap might make for a better domestic situation, depending on whether they will be sold for distribution in the United States or abroad.

Domestic Commerce, October 1945

On Her Scent

Why can't each lovely lady
Gain a monopoly
On all of her pet perfume?
If only this could be!
For you I'd most forgotten—
I sure was doing swell—
When—whiff!—there comes along a
girl,
Sprayed with your favorite smell!

Perfumes from Roses

To Perfume Linen.—Rose leaves dried in the shade, cloves beat to a powder, mace scraped. Mix them together, and put the composition into bags.

Peterson's Magazine, June 1877

Technical Abstracts from Scientific Literature

These brief abstracts listed provide a convenient key to current scientific literature of the world on perfumes, cosmetics, soaps, dentifrices and other preparations

Exfoliative dermatitis treated with cystine. In 2 severe cases of exfoliative dermatitis rapid improvement in the skin and general condition followed administration of cystine or cysteine. In the first case some 40 per cent by weight of the protein intake was being lost in the desquamated skin. The cystine content of this skin was found to be 3.15 per cent, whereas in scarlet fever patients, the cystine content of desquamated skin averaged 2.4 per cent. It is suggested that patients who are losing large quantities of epithelium from any cause are liable to suffer from lack of sulfur-containing amino acids. (Through *J. of the Amer. Pharma. Assoc.*, 34, 259, 1945.)

Recent advances in cosmetic materials. 1. Emulsifying agents. C. B. Holiday., *Perfumery Essent. Oil Record* 34, 111-12 (1943). A review dealing with adsorption bases, triethanolamine creams, cellulose esters, higher fatty alcs., esters of fatty acids with glycerol and sodium alginate. (Through *C. A.*, 37, 4201-02, 1945.)

Metal tubes and their use in dispensing tooth pastes and medicated ointments. Knud Nilou. *Arch. Pharm. Chem.* 49, 429-44, 455-71, 1942; *Chem. Zentr.* 1942, II, 2718. The preparation of tinned lead tubes as a substitute for tin tubes is described. For the evaluation of these tubes as a substitute for tin tubes, a statement of the tin content is not sufficient because it does not indicate the thickness of the layer. This can be determined by dipping the tube into a freshly prepared solution of 5 grams Potassium iodide plus 5 cc acetic acid in 100 cc water, whereby the exposed lead assumes a yellow color. The amount of tin that can reach the organism is not sufficient

to cause poisoning. The ointments studied had no destructive action of tin tubes (I) and in most cases the tinned lead tubes (II) were unaffected. The following showed a significant action on II: unguentum glycerini, heparis sulfuris, hydrargyri, hydrargyri amidi chloridi and sulfuris salicylicum; also sapo kalinus venalis, Ph. & Vetr. Lubricating cream for catheters completely destroyed II. (Through *C. A.* 38, 3086, 1944.)

Piperic acid derivatives. M. E. Synerholm, A. Hartzell and J. M. Arthur. *Contrib., Boyce Thompson Inst.* 13, 433-42 (1945.) Many esters and substituted amines of piperic acid are toxic to adult *Musca domestica*. In Peet-Grady tests the amides derived from primary and secondary alkyl amines containing 3-7 carbon atoms, and the esters derived from alcohols with more than 3 but less than 7 carbon atoms were the most toxic. The amides and esters of piperic acid have a synergistic action when mixed with pyrethrin; eterahydrofurfuryl piperate was the most active synergist among the esters. (Through *Soap & Sani. Chem.*, 21, 131, 1945.)

Production of enanthaldehyde by the pyrolysis of castor oil. I. V. Grinberg., *Soobschchenie o Nauch Issledovated. Rabote Kiev. Ind. Inst.* 2, 33-4 (1940) *Khim. Referat. Zhur.* 4, No. 2 98 (1941). Pyrolysis of castor oil in the presence of "antipolymerizers" decreased foaming and resin formation and increased the amount of the distillate to 65 per cent instead of the 50 per cent obtained by pyrolysis without "antipolymerizers." The yield of enanthaldehyde also increased to 13.5 per cent. (Through *C. A.*, 37, 3400, 1945.)

Determination of salicylic and benzoic acids, in the presence of each other in preserved food. Alajos Kurtz. *Mezogazdasagi Kutatasok* 15, 10-16 (1942); *Chem. Zentr.* 1942, II, 472. Both acids are extracted with a 3:2 mixture of petroleum ester: CHCl_3 , according to Spaeth. The mixture is dissolved in 0.1 N NaOH and converted to a tribromide, according to Freyer, with KBrO_3 and KBr. KI is added and the unused Br is determined iodometrically. According to experimental analyses the amounts of salicylic acid plus benzoic acid deviated only 1 mg. from the amount added.

Pineapple dehydration. Hazel Friar and Phyllis Van Holton. *Fruit Products J.* 24, 70, 89 (1944). Pineapple makes a good dehydrated product. It needs sulfuring to prevent darkening. Limited storage experts tend to show that deterioration of insufficiently sulfured pineapple is rapid at elevated temperatures. It reconstitutes well and has a good flavor. Sirup-treated sulfured pineapple is excellent as a confection. Possibly this is the best method of preparation and use. For use when reconstituted, the unblanched sulfured pineapple is to be recommended. (Through *C. A.*, 39, 2155, 1945.)

The manufacture of toilet preparations and the like. British No. 551,369. Cosmetic creams and ointments are stabilized and otherwise improved by adding to them a gelatinous material extracted from the fleshy growth of the agave and sisal plants by treating this vegetable matter with an alkaline solution. The gelatinous material is added either in its acid form or in the form of the sodium or potassium salt. (Through *C. A.*, 38, 2458, 1944.)

Acne from synthetic wax (halowax). Eugene F. Kelley. *Urol. Cutaneous Rev.* 47, 238-9 (1943). A report is given of 55 cases that had been exposed to Halowax (chloronaphthalene) (1). Other workers in the same plant who did not come in direct contact with 1 were not affected. It seems reasonable to assume that nearly all workers exposed to 1 a suitable length of time develop this form of dermatitis. As the vapors cool, this wax material is deposited on the exposed parts of the worker and on the covered parts by penetrating the work clothes. By rubbing and friction of the hands and clothing much of this material eventually enters the follicles where it acts as a mech. plug, the comedone. Handlers of the cold 1 develop the lesions, follicular papules, pustules and cysts developed from these. The dermatitis is described. The observations indicate that the dermatitis produced in these cases is an irritation response and is not due to specific sensitivity. The negative result of patch tests helps to support this view. (Through *C. A.*, 37, 5163, 1945.)

Enzymic formation of vanillin, heliotropin and aubepine. S. Manskaya and M. Emel'yanova. *Biokhimiya* 7, 109-16 (1942) (*English summary*, 116); cf. *C. A.*, 36, 2989. Emulsions of isoeugenol in water, 5 per cent alcohol or solution of sulfanilic acid were oxidized by H_2O_2 in the presence of peroxidase; the sulfanilic acid emulsion was the most effective. Isoafrrole (6g.) oxidized in sulfanilic acid solution by peroxidase and H_2O_2 yielded up to 1 g. of heliotropin. Aubepine (anisaldehyde) was similarly readily obtained by similar oxidation of anethole. The results indicate the probability of natural formation of aldehydes in wines by enzymic oxidation of eugenol during aging. (Through *C. A.*, 37, 4525, 1945.)

Testing of natural and artificial petrolatum. A. Burgin, *Pharm. Acta Helv.* 17, 215-22 (1942). The m. p. and sp. gr. of natural petrolatum (A) and artificial petrolatum (B) are reported and shown to be within definite limits of each other. Viscosity serves as a means of distinction and that of (A) is about twice that of (B) it is determined by the Hoppler viscometer, which gives the absolute vis-

cosity whereas the Ostwald viscometer indicates only relative viscosity. The porcelain plate test of Berl-Lunge, which does not consume much time or need complicated apparatus, can be used as a practical means of establishing petrolatum. From 1 to 2 g. of the sample after warming to 15-20 deg. is spread by means of a spatula on the plate. (A) after 2-12 hrs. possesses its original fatty luster. If after 2 hrs. it has a uniform lusterless coat (B) is indicated. If each 0.5 g. of residue on the plate is dissolved with warming with 5 cc. of CS_2 and 50 cc. alc.- Et_2O (1:) added at 25 deg. with (A) only an opalescent turbidity appears and with (B) a flocculent ppt. appears immediately. (Through *C. A.*, 37, 4202, 1945.)

The preparation of cetyl alcohol ointment. F. A. J. Thiele. *Pharm. Weekblad* 79, 54-57 (1942); *Chem. Zentr.* 1942, II, 810. Thiele obtained good results with the following prescription: cetyl alcohol 5, anhydrous wool fat 5, paraffin 15, white petrolatum 50, liquid paraffin 30. Mix and make an ointment. The preparation yields with water a beautiful white, creamy substance which, when applied to the skin, does not look oily and is adsorbed completely. The preparation is also especially good for cold cream. (Through *C. A.*, 37, 5555, 1945.)

Dentifrice. Herbert Roche. *Ger.* 712, 513, Sept. 25, 1941. (Cl. 30h. 13.10). A mixture of mucin-swelling substances such as saponin and phenol solution together with an astringent (myrrh oil), a chemotactic substance (oil of cinnamon) and $Mg(OH)_2$ is molecularly suspended in oil thyme.

Iodometric microdetermination of glucosamine. Christian, Dumazert and Hanina Legr. *Trav. membres soc. chim. biol.*, 24, 1044-6 (1942); cf. *C. A.*, 36, 6836. Without blocking the amino group by acetylation, glucosamine HCl was oxidized by I in an alkaline solution as previously described (*C. A.*, 28, 6394). As little as 0.2-1.5 mg. of glucosamine can be determined with a precision of ± 3 per cent. The reaction is complex. Theoretically 1 mol. of glucosamine requires 6 atoms of I, but actually this is not so. (Through *C. A.*, 39, 2040, 1945.)

Modern fat-acid synthesis. F. Wittka. *Seifensieder-Ztg., Allgem. 01-u. Fett-Ztg.* 1943, 50-1, 68-9; *Chem. Zentr.* 1944, I, 717; cf. *C. A.* 37, 3959. The production of fat acids from CO, hydrocarbons, alcs., aldehydes, ketones, nitro compounds, and metal alkyls is discussed. The problem of fat acid synthesis by oxidation of paraffins has already been solved. According to Wittka the following 3 processes should be considered for commercial production: (a) potash fusion of chlorinated hydrocarbons, (b) high pressure hydrogenation of CO, and (c) saponification of alipatic nitro compds. The advantage to these is that the raw materials are of the gas-oil type and are by-products which are cheaper than paraffins. In addition, they do not form non-usable by-products, as the distn. tars produced in paraffin oxidation. (Through *C. A.*, 39, 2211, 1945.)

The determination of particle sizes in dentifrice powder. M. L. Tainter, S. Epstein and A. Klein. *J. Am. Coll. Dentists* 10, 23 (1943); cf. *C. A.* 37, 2887. Particle sizes of 27 powders used in dentifrices were detd. by (a) surface hydrometer technique and (b) microscopic method 3 tables. (Through *C. A.*, 37, 4532, 1945.)

Ethereal oils. Supplement to part I. d-3-methylpentanol and 3-hexenol in geranium oil reunion. Heinrich Bohnsack., *Ber.* 57B, 502-5 (1942); cf. *C. A.*, 37, 76. The lower-boiling fractions obtained from the isolation of d-3-methylpentanol and 3-hexenol contain EtOH, iso AmOH, hexanol and methylhexylcarbinol. These were identified as the 1-naphthylurethans or by oxidation to the acidic ketone. (Through *C. A.*, 37, 3399, 1945.)

Organic polysulfides such as thiuram disulfides. U. S. 2,325,194. Oxidation of sodium diethyldithiocarbamate or other organic compound containing an SM radical, in which S designates sulfur and M designates an ammonium or substituted ammonium radical or a metal or hydrogen is effected by use of an inorganic acid, such as hydrochloric acid in the presense of an alkyl nitrite. Numerous examples with details are given. (Through *C. A.*, 38, 554, 1944.)

Packaging

P O R T F O L I O



PRIMROSE HOUSE

LYNETTE: Lynette presents Blue Sapphire perfume played against blue satin in a tasteful blue suede-finished box lined with gold foil. Products scented with the Blue Sapphire fragrance are arranged attractively in gift sets, all with the blue and gold theme.

PRIMROSE HOUSE: The Forget Me Not Bath Set, in a blossom pink box splashed with blue forget-me-nots, is a new feature by Primrose House. The fragrant cologne, hand lotion, dusting powder and bath soap make an attractive gift.

MARIE EARLE: A square kit, The Weekender, comes in simulated black or brown leather with alligator markings. It opens to show a mirror the size of its lid. The sectional array includes Marie Earle's essential cream, freshener, foundation, dry skin cream, face powder, lipstick, rouge and mascara.

MARIE EARLE



LYNETTE





COTY



MARIA DANICA



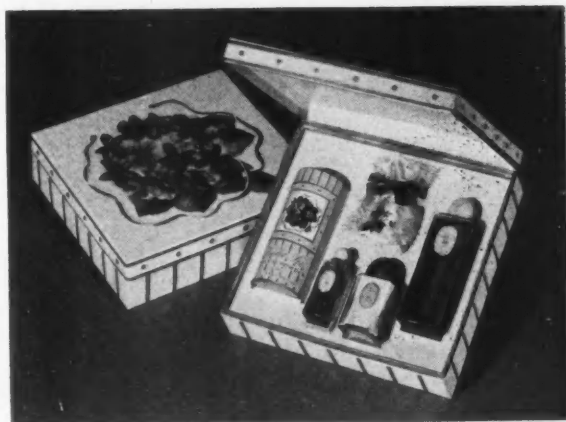
CHEN YU

COTY: A little brown basket, holding a box of Air-Spun face powder and a generous bottle of toilet water is a Coty gift to hang on the tree. The basket is tied in satin ribbon—Christmas red, emerald green, pink or blue—which is also looped over the handle.

MARIA DANICA: King of Hearts is a stimulating, lasting and a distinctive man's fragrance. Maria Danica offers the after shave lotion in a red-capped bottle with black, red and gold label. The circular talcum box has the same color scheme.

CHEN YU: A Chen Yu manicure may always be at hand in the smartly tailored leatherette alligator grain case. The kit which contains a lipstick as well as the nail essentials, has a washable fabric lining and is available in wine, navy or brown.

RICHARD HUDNUT



RICHARD HUDNUT: Talcum, perfume, toilet water, sachet and a re-fillable bag, all of the Hudnut scent Violet Sec, have been redressed for the holiday season. The new gift set comes in a pale pink, gold striped box with a bunch-of-violets motif.

RAVEL

RAVEL: Faun perfume and toilet water have been created by Ravel Perfumes. The one ounce perfume bottle is packaged in a grosgrain lined condor skin box. Its colors are suede, gray and light tan. The one-half ounce bottle of perfume is packaged in a clear lucite box, tied in place with a slender gold cord. A four ounce bottle of toilet water, which completes the Faun ensemble, has a condor skin cap on a wide-shouldered bottle.



Survey of Recent Cosmetic Patents

Registered Agent before the U. S. Patent Office discusses U. S. and foreign patents . . . Any inquiries relating to patents and trade marks will be met with prompt attention . . .

by I. J. FELLNER, PH.D.

Washing agent for living hair. Elastit Chemische Fabrik, A.G., Germany. *French 882,090, May 15, 1942.* The ester salts of higher fatty alcohols or the salts of highly sulfonated fats or oils are added with the complex salts of an amino polycarbonic acid, alone or in conjunction with protein-fatty acid condensation products. Example: 27 parts of the sodium salt of the cetyl alcohol sulfonic acid are mixed with 30 parts of a protein-fatty acid condensation product, 5 parts of the sodium salt of the ethylene diamine-tetramethyl carbonic acid and 80 to 100 parts of water.

Improvement of soap colors. I. G. Farbenindustrie, A. G., Frankfurt on Main, Germany. *French 883,435, July 5, 1943.* Greenish-blue, blue, or violet-bluish fluorescent compounds are added to soaps in an amount of 1 per cent, such as the sodium salt of 4,4'-bis (2-oxy-4-phenyl amino-1,3,5-triazyl-6) - diamino-stil-bene-disulfonic acid-2,2'.

Shaving cream. Erich Schredl, Germany. *German 740,457, Oct. 21, 1943.* The preparation contains a mixture of equal parts of sweet French almond oil, palm kernel oil, olive oil, pine leaf oil, sesame oil, castor oil and 1 per cent menthol.

Perfume dispensing container. L. L. Marohl, St. Paul, Minn. *U. S. 2,385,098, Sept. 18, 1945.* A pocket dispensing-container for perfume has a flat composite structure consisting of two complementary body sections, both of them of thin and small slab-like formation having inner faces embodying endless mutually conforming

marginal face portions. One of said body sections has a perfume receiving cavity therein, opening at its inner face within the marginal face portion. Another body section is formed with a plurality of grooves in and transversing its said marginal face portion. The 2 body sections are united with the marginal face portions thereof sealed together to close the cavity and laterally to close the grooves. The laterally closed grooves provide ducts leading from the cavity and open to the exterior of the structure at spaced localities perimetrically about the grooved face. Each duct has a wick which being squeezed between the body sections compress and tightly fit the same to their respective ducts.

Insecticidal emulsion. To Merck & Co. *U. S. 2,369,992, Feb. 20, 1945.* A homogeneous composition containing wax, rotenone, quassin, an aluminum soap, and methylcellulose.

Adsorbent gel. Pomosin Werke A. G., Frankfurt on Main, Germany. *Belgian 443,990, Dec. 31, 1941.* The adsorbent gel consists of aluminium hydroxide and pectin and is precipitated from an aluminum salt solution with an alkaline pectin extract.

Cleaning agent for artificial teeth. Kukirol Fabrik Kurt Krisp, Berlin-Lichterfelde. *Dutch 54,487, May 15, 1943.* The preparation comprises: sodium perborate, sodium triphosphate and a small amount of alkali permanganate, e.g., 25 per cent sodium perborate, 70 per cent sodium triphosphate and 5 per cent sodium permanganate.

Cosmetic ointment base. Deutsche Hydrierwerke, A. G. *French 881,141, April 15, 1943.* 12 parts of 1, 1, 1-trimethylol-ethane and 12,1 parts of dimethyl-aniline in 100 parts of water-free dioxane are added with 33 parts of octadecenyl-chlorocarbonate. After completion of the reaction the mass is heated to 80 deg. C for several hours. The reaction product is the chloro-carbonic acid ester of the alcohol mixture of Mol trimethylol-ethane and 1 Mol octadecenol and has the consistency of honey. Mixed with petroleum jelly it forms an emulsion and is an excellent cosmetic cream base.

Detergent bars. Colgate-Palmolive Peet Co., Jersey City, N. J. *U. S. 2,385,614, Sept. 25, 1945.* Detergent bars contain as a major ingredient solid salts of the sulphuric acid ester of diglycerides of long-chain fatty acids.

Anti-oxidation agents for fats and soaps. Chem. Fabrik von Heyden, A. G., Dresden. *Belgian 449,077, Nov. 2, 1943.* Dioxo-disiloxane resulting from the decomposition of trichloro-silane with water is used.

Toothbrush. B. A. Babel, Highland, Calif. *U. S. 2,386,085, Oct. 2, 1945.* A ready to use disposable tooth brush has a water-soluble handle equipped with a waterproofed terminal dentifrice impregnated bristles extending from the waterproofed terminal; the handle is provided with perforations approximately midway its ends to facilitate breaking of the handle, preparatory to disposing of the tooth brush.

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FLAVORS

The Use of Aldehydes for Flavors

*The terpene and aromatic aldehydes
are among the most versatile flavoring
components available for compounding*

by MORRIS B. JACOBS, Ph.D.

Adjunct Professor of Chemical Engineering, Polytechnic Institute of Brooklyn

IT was pointed out in a previous article in this section that there is scarcely an artificial flavor composition in which aldehydes do not play a role. In many instances, this role is significant. In this previous article, the use of some of the less common as well as the common aliphatic aldehydes in flavor formulation was discussed and the aldehydes were classified as (a) aliphatic, (b) terpene, and (c) aromatic aldehydes.

While the aliphatic, or as they are more commonly termed the higher aliphatic, aldehydes are present only to a small extent or in traces in natural flavors and essential oils, the terpene and aromatic aldehydes generally comprise a substantial proportion of the natural flavors and essential oils of which they are components. Thus for instance, while capraldehyde or Aldehyde C₈, a higher aliphatic aldehyde, is found only in very small amounts in oil of lemon, citral, a terpene aldehyde, is present to the extent of 7 to 8 per cent in this oil. Genuine oil of lemon, according to the British Pharmacopoeia, must contain at least 4 per cent by weight of aldehydes, calculated

as citral. In an analogous manner, capraldehyde is present in small amounts in lemongrass oil, while citral comprises about 78-85 per cent of this oil. The amount of citral is much greater, also, in the terpeneless oils. Thus ordinary terpeneless lemon oils, that is oils from which the terpene hydrocarbons have been removed, contain from 42 to 45 per cent of citral. The sesquiterpeneless lemon oils, that is oils from which both the terpene and sesquiterpene hydrocarbons have been removed, contain from 65-75 per cent citral. While the latter oils contain more citral, some authorities¹ are of the opinion that they do not have the sweetness and softness of odor of those containing citral in smaller amounts. The strong citral odor overpowers that of the other components. Probably the best of these lemon oils contain a little less than 40 per cent of citral and retain some of the hydrocarbon terpenes and sesquiterpenes.

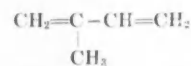
The aromatic aldehydes also comprise a considerable portion of the essential oils of which they are components. Thus natural oil of bitter

almonds, *Oleum Amygdalae Amarae*, U.S.P., contains 95 per cent of benzaldehyde, and not more than 4 per cent nor less than 2 per cent of hydrocyanic acid. Of course, natural oil of bitter almonds, U.S.P. is intended for medicinal use and neither the oil nor its solutions should be used for flavoring foods.² Cyanide-free natural oil of bitter almonds is used for flavoring foods.

Other examples of the concentration of aromatic aldehydes in natural oils are oil of Chinese cinnamon (oil of cassia) containing 80-93 per cent cinnamaldehyde, and oil of Ceylon cinnamon containing from 75-90 per cent of cinnamaldehyde.

TERPENE ALDEHYDES

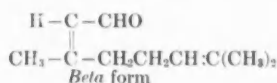
The terpenes are generally colorless, pleasantly odorous substances, volatile with steam, which appear to have 2-methyl-1,3-butadiene, isoprene,



as the fundamental building unit. These hydrocarbons may be classi-

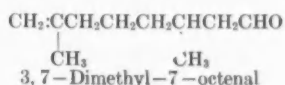
fied as hemiterpenes C_5H_8 (that is, isoprene itself), terpenes $C_{10}H_{16}$, sesquiterpenes $C_{15}H_{24}$, diterpenes $C_{20}H_{32}$, and the polyterpenes $(C_5H_8)_x$. The terpenes may be non-cyclic, monocyclic, and bicyclic. Related to the hydrocarbon terpenes are the terpene alcohols, ethers, aldehydes and ketones. In so far as flavoring materials are concerned, the noncyclic terpene aldehydes and alcohols are more important than the corresponding noncyclic hydrocarbon terpenes. Citral and citronellal are terpene aldehydes; geraniol, linalool, citronellol and nerol are terpene alcohols. These are generally considered aliphatic compounds.

Citral, geranial, 2,6-dimethyloctadien-2,6-al-8, is a light yellow to colorless, oily liquid which occurs in two stereoisomeric forms:



The commercial product is a mixture of both forms. Wagner³ points out that the taste and odor of citral depends on its source. The product derived from lemon oil has a sweet taste, a lemon flavor and a fresh lemon odor. The product obtained from lemongrass oil has a bitter-sweet, sharply irritating taste with a pronounced grassy aroma and smells much more akin to citronella oil than to lemon, hence lemongrass citral may have a flavor inferior to lemon citral. In addition to its occurrence in lemon and lemongrass oils as discussed above, citral is found in citronella and verbena oils. Its principal use is for the fortification of lemon flavors and for inclusion in compositions where a suggestion of lemon is desired.

Citronellal, sometimes called *Rhodinal*, a colorless to yellow, oily liquid, is a mixture of stereoisomeric aldehydes, principally *d*-citronellal (*d*-Rhodinal). These forms are:



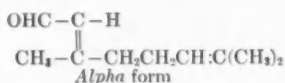
The mixture has a marked melissa odor which is about three times as intense as citronella oil from which the aldehyde is commonly obtained, and in which it is the chief component. Citronellal is also obtained from oil of eucalyptus. It has rela-

tively little use as a flavoring ingredient being used in lemon essences to some extent.

Hydroxycitronellal, $(\text{CH}_3)_2\text{C}(\text{OH})\text{CH}_2\text{CH}_2\text{CH}_2\text{CH}(\text{CH}_3)\text{CH}_2\text{CHO}$, is a nearly colorless to pale yellow viscous liquid with an odor of lily of the valley, a bitter, burning taste and a peach flavor. In combination with methyl anthranilate, hydroxycitronellal has limited use in apricot, grapefruit, peach and pineapple flavors. This compound, as is well known, has much greater use in perfumery.

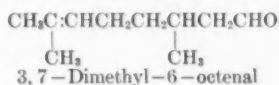
AROMATIC ALDEHYDES

Very likely benzaldehyde and cinnamaldehyde are the most important of the aromatic aldehyde flavoring materials, if the aldehydes containing more than one functional group,



like vanillin, ethylvanillin and piperonal, are considered in a separate category.

Benzaldehyde, $\text{C}_6\text{H}_5\text{CHO}$, is a colorless liquid with a pronounced characteristic almond odor, a bitter, burning taste and a bitter almond flavor. The commercial product consists of about 95 per cent benzaldehyde. Because of its characteristic odor, benzaldehyde was one of the very first substances used in the formulation of synthetic and artificial flavors. It is widely used for this purpose and is sold as artificial essential oil of almond. While it can be obtained from natural oil of bitter almonds, as mentioned above, this source is inadequate to supply the amounts needed, consequently most of the benzaldehyde supplied is synthetic. Some of the compositions for which benzaldehyde is employed are almond, apple, apricot, cherry, cream, gooseberry, Maraschino, quince, peach, plum, and whisky.



p-Tolualdehyde, $\text{CH}_3\text{C}_6\text{H}_4\text{CHO}$, 4-methylbenzaldehyde, is a liquid which has a peppery odor, a bitter taste and a cherry flavor. It has found some use in apricot, almond, cherry and plum essences.

Alpha-Tolualdehyde, $\text{C}_6\text{H}_5\text{CH}_2$

CHO , phenylacetaldehyde, hyacinthin, is a colorless liquid with an intense odor resembling hyacinth, a sweet, insipid taste and a peach flavor. It has found a little use as a flavoring material.

Hydrocinnamaldehyde, $\text{C}_6\text{H}_5\text{CH}_2\text{CH}_2\text{CHO}$, *beta*-phenylpropionaldehyde, 3-phenylpropanal, is a colorless liquid with an agreeable flowery odor resembling *alpha*-tolualdehyde. It has a bitter sweet taste and an almond flavor. It consequently can be employed in a number of flavors like almond, bitter almond, cherry and plum flavors like greengage.

Cinnamaldehyde, $\text{C}_6\text{H}_5\text{CH}:\text{CHCHO}$, cinnamyl aldehyde, cinnamic aldehyde, cinnamal, is a colorless to yellowish, oily liquid with a cinnamon odor, a sweet, burning taste and an almond flavor. As mentioned above, cinnamaldehyde can be obtained by isolation from oil of cassia and oil of cinnamon, however, the preparation of the isolate is insufficient to supply the demand and it is also prepared synthetically from benzaldehyde and acetaldehyde. Cinnamaldehyde has been used in apricot, almond, cherry and plum essences.

Tolyl acetaldehyde, $\text{CH}_3\text{C}_6\text{H}_4\text{CH}_2\text{CHO}$, Syringa aldehyde, is a colorless liquid which has a strong, penetrating odor reminiscent of syringa. It has a bitter taste and an almond flavor. The flavoring essences for which it is used as a blending component are almond, apricot, cherry, and plum, and it is also used for adding tone to peach essences.

Cumaldehyde, $(\text{CH}_3)_2\text{CHC}_6\text{H}_4\text{CHO}$, cuminal, *p*-isopropylbenzaldehyde, is a colorless to yellowish oily liquid with a strong disagreeable, persistent odor. It has a bitter-sweet taste and a strawberry flavor. Because of this aroma, it can be used to shade blackberry, black currant, strawberry and gooseberry flavors.

Cumyl acetaldehyde, $(\text{CH}_3)_2\text{CHC}_6\text{H}_4\text{CH}_2\text{CHO}$, cumin acetaldehyde, 1-isopropyl-4-ethanal benzene, is a liquid whose odor is much more agreeable than cumaldehyde for it is more fruity. It has a bitter-sweet taste and an orange flavor and has been recommended for arrack, lemon, orange and woodruff flavors.

¹ H. C. Wood, Jr., and C. H. LaWall, *The Dispensatory of the United States of America*, 22nd ed. Lippincott, Philadelphia, 1937.

² U. S. Pharmacopeia XII, 1942.

³ A. Wagner, *Aromastoffe*. Steinkopff, Dresden, 1933.



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Flavored Notes

Temperature is an important factor in the storage of essential oils, flavoring essences and extracts. High temperatures accelerate the oxidation of the various components of these mixtures, particularly the terpenes. It is therefore best to store such materials in a cool place. Very low temperatures are to be avoided also. In the case of some essential oils, materials may crystallize or precipitate and are subsequently difficult to place in solution again. Essences and extracts may tend to cloud and although the cloud will generally disappear with increase in temperature, the initial cloudy appearance is unattractive.

Flavoring mixtures containing coal-tar coloring which are to be used primarily to color as well as to flavor the food to which they are added require certification (U. S. Food Drug Admin. FD&C Act Trade Correspondence TC-171, March 14, 1940). However, if the dye is added simply to color the flavor or a food product such as a gelatin dessert or soft drink powders, certification is not necessary (U. S. Food Drug Admin. FD&C Act Trade Correspondence TC-219, March 21, 1940).

The use of any synthetic material in a flavor, particularly if the finished product passes through interstate commerce, is governed by the Food, Drug and Cosmetic Act of 1938. It is incumbent upon the processor to establish the harmlessness of any ingredient of such formulations.

Storage of flavoring essences and essential oils in most metal contain-

ers is hardly to be recommended. Even the slightest trace of metal will accelerate certain oxidative processes. At other times, the metal may reduce a flavor component to a compound incapable of providing a flavoring effect. This is especially evident in copper containers.

Pungency, according to certain authorities, is an independent taste sensation in addition to the accepted fundamental tastes, namely, sweet, bitter, salty and sour. Thus spices like ginger, pepper, etc., have a pungent taste because they stimulate certain sensitive taste buds of the tongue and the mucous membrane of the mouth.

In connection with this topic, it is interesting to note, that the opinion has been expressed that the pronounced meat flavor of certain amino acids and their salts is also a true sapid sensation. This would appear to extend the number of fundamental taste sensations.

While sodium glutamate undoubtedly has achieved extensive use because of its strong meat-like flavor, it should be recognized that glutamic acid is not one of the essential amino acids.

Sherbets and ices are not covered by the exemption in Section 403 (k) of the Food, Drug and Cosmetic Act that artificial color in ice cream need not be declared. Consequently, when color is used in sherbets and ices, it must be declared.

Flavored Notes will be pleased to receive any comments and queries from its readers.—M.B.J.

E. Leidy Brendlinger Dies

E. Leidy Brendlinger, president of the Dill Co., Norristown, Pa., and secretary of the Flavoring Extract Manufacturers Association for 14 years, died at his home November 12 following an illness of several months. He was 52 years of age.



E. L. Brendlinger

Mr. Brendlinger was born in Roxborough, Pa., and was graduated from the University of Pennsylvania with the degree of B.S. in Chemistry. He joined the Dill Co. after leaving college and was connected with it for 30 years. In 1939 he was elected president of the Philadelphia Drug Exchange.

Mr. Brendlinger was one of the most active and widely known members and officials of the Flavoring Extract Manufacturers Association. For two years he served as president and soon after was elected secretary, a position he filled with energy and ability up to the time of his death. Members of the Executive and Advisory Committees attended the funeral.

Mr. Brendlinger had marked executive ability and a lively sense of humor which made him welcome everywhere. To that he added an intense loyalty to any cause in which he was enlisted; and, as a result, the entire flavoring industry profited from his work and especially for his service in the association.

The death of Mr. Brendlinger came as a real blow to his many friends and to his more casual associates.

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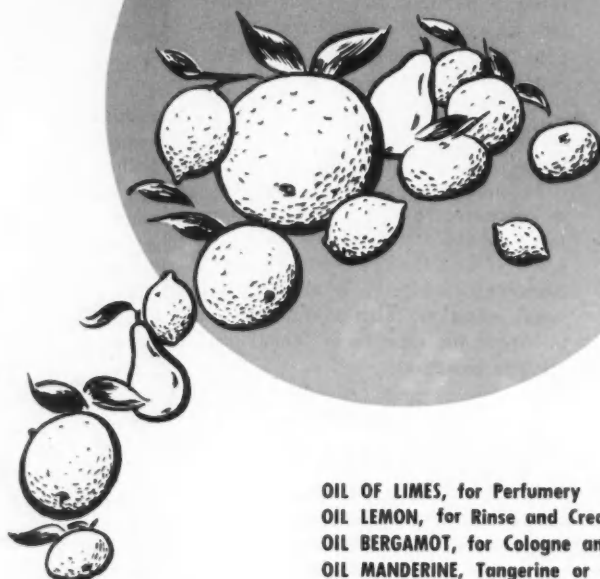
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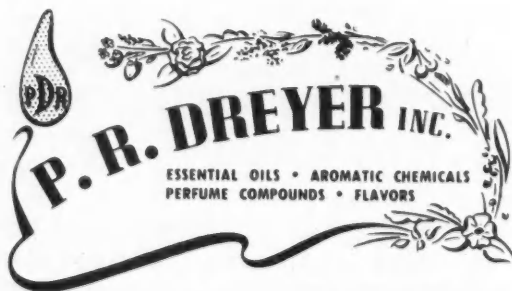


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SOAPS

Government Controls Affecting the Soap Industry

by W. A. McCONLOGUE

Chief, Soap and Glycerine Section, U. S. Dept. of Agriculture

THE termination of hostilities has made possible the revocation of many Government regulations affecting the soap industry. The smaller soap maker, however, in common with all soap companies, regardless of size, will not be left to his own resources until restrictions are removed on the quantity of fats and oils that may be used in manufacturing soap for civilian detergent use. Quarterly soap fat quotas are based on the average quarterly use of fats during the corresponding quarters of the base period years 1940 and 1941. Effective October 1, 1945, the package and bar soap quota was raised from 74 per cent to 78 per cent of the base period. Bulk package soap quota remains at 84 per cent. The soap maker is also curtailed in the quantity of cocoanut oil and other high lauric acid oils he may obtain. The present restrictions result from the reduced imports from Pacific areas. Prediction cannot be made at this time as to when imports will again be sufficient to remove restrictions.

USE OF COCOANUT OIL CURTAILED

With only limited cocoanut oil supplies available for regular users, the soap maker, big and small, has

had to make use of increasingly larger quantities of other fats, particularly inedible tallow and grease. This is reflected by recent Bureau of the Census reports, which show cocoanut oil composing only 6.5 per cent of the total 1944 primary soap fat consumption. In contrast, during the base period 1940 and 1941, cocoanut oil made up 23.1 per cent and 22.6 per cent, respectively, of the primary soap fats used during those years.

The strain placed upon our limited stock of inedible tallow and grease by the lack of other soap fats created the problem of equitable distribution of inedible tallow and grease. Restriction to a 60-day inventory of these fats continues under the provisions of War Food Order 67. The termination of this restriction must await the improvement in fat supply which will attend a resumption of imports.

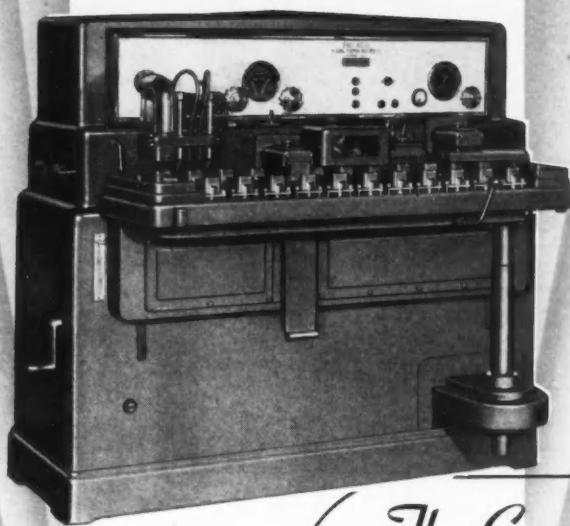
While the soap industry, as well as the Government, anxiously awaits the day when present restrictions can be removed entirely, the industry has been, and will continue to be, released from individual restrictions as soon as specific commodities become more readily available. Many specific controls on various commodities

have already been revoked since hostilities ended. Red oil and castor oil are no longer on allocation. Those buying stearic and other fatty acids, tall oil, and glycerine are not required to limit their inventories of these materials. Soap manufacturers may now obtain tall oil, stearic acid, or inedible tallow and grease on an equal basis with other users who were previously extended delivery preference.

LIMITED ROSIN USE CONTINUED

While it is the purpose of this report to restrict discussion to commodities under the jurisdiction of the United States Department of Agriculture, there are naturally other products, such as rosin, alkalis, containers, packaging material, and many others of interest to the soap industry. The status of controls on such products has changed considerably in the past several months, and, with the exception of rosin, most restrictions are now terminated. The use of rosin continues to be limited by quota restrictions, which, however, have been liberalized to the extent of permitting a quarterly use of rosin equivalent to 55 per cent of the corresponding quarterly use during the year 1944.

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Soap for Battling Disease

The cleansing qualities of soap aid the fight against disease because of their support in removing dangerous germs from the skin

by DR. WALDEMAR SCHWEISHEIMER

THE cleansing qualities of good soap are extremely helpful in battling disease, not only in the general sense that cleanliness and removal of dirt are main factors in hygienic life, but in the special meaning that soap supports the removal of dangerous germs from the skin. When an epidemic gripe goes through a country and community you can hardly avoid shaking hands with a potential gripe patient who by sneezing and coughing has brought gripe germs on his hands. But most of the danger is averted when you wash your hands with normal soap and water after his hands have touched yours. Gargling with salt water or a mouth-wash, and washing the hands with soap and water are actually the most important means of protection in such and similar cases.

GERM FREEING ACTION OF SOAP

At the suggestion of the Council on Pharmacy and Chemistry of the American Medical Association, Dr. Harry E. Morton, Department of Bacteriology, University of Pennsylvania, School of Medicine, has given an extensive report on the action of soaps in freeing the skin of microorganisms. The skin itself not only serves as a mechanical barrier to the entrance of germs into the body, but also destroys many bacteria. Former investigations by Arnold and his associates pointed out that dirty skin of the hands of workmen had very little destructive action on germs, whereas, after washing the hands, there was rapid destruction of germs.

Walker has stated that the thorough washing of the hands with the

formation of a good lather with any ordinary soap was sufficient to destroy any adhering diphtheria bacilli, streptococci and pneumococci. Typhoid bacilli were affected to a lesser extent, and staphylococci (the germs usually present on the skin) showed themselves much more resistant. The activity of the soap was greatly increased by raising the temperature; washing in warm water is more efficient than in cold water. Streptococci were shown to be very susceptible to the action of yellow household soap. Besides a number of other bacteria, influenza (gripe) bacilli were susceptible to the germ-destroying (bactericidal) action of soaps. Walker showed that the germs of meningitis and gonorrhea were killed in an exposure of two and a half minutes at 20 deg. C by 1:640 dilutions of white floating soap, coconut oil soap, brown bar (laundry) soap, perfumed soap, Sapo Mollis (U.S.P.) and olive oil soap.

The gonococcus was even more susceptible, being killed by dilutions of 1:1,280 of white floating soap and coconut oil soap. Colebrook and Maxtel observed that refined toilet soaps and soft soap had much less germ-destroying effect on streptococci than yellow household soap.

CONCENTRATION OF SOAP

Morton tested the different medical soaps on the market which are claimed by the manufacturers to be germ-destroying (germicidal).

He made interesting remarks on the concentration of the soap in washing. A minute is probably a fair estimate of the length of time a person uses soap in the careful wash-

ing of the hands (excluding surgeons). A 1:50 or 1:100 dilution of soap will not lather when washing the hands. In actual washing of the hands, if a lather is produced it is a good indication that the concentration of the soap is greater than a 2 per cent solution. Walker stated that the concentration of soap in a good lather is about 8 per cent. In hurried washing it may be as little as 0.3 per cent and in prolonged washing it may be as high as 20 per cent. Morton's investigations for the most part substantiated the findings of Walker.

Recently the *Journal of the American Medical Association* was asked whether all tinctures of green soap which is used in the preparation of patients for operation should be sterilized. This is a troublesome procedure, since the soap becomes spilled or bubbles out into the autoclave. In its reply, the *Journal's* expert points out that many men have substituted plain white soap for tincture of green soap both for washing their hands before operation and for preparation of the field of operation. Clinical observations over a considerable period of years indicate that as a result of this substitution better results are being obtained, as far as healing is concerned, and that plain white soap is less irritating both to the hands of the surgeon and to the skin of the patient. The white soap that is used is not sterilized.

PHENOL SOAP AND GERMS

Traub, Newhall and Fuller described the use of a new synthetic phenol compound, designated as G-11, in soap. The regular use of



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toilet soap containing the compound in a concentration of 2 per cent reduces the number of germs on the skin. A person using this soap regularly has a lower germ count after two minutes of washing than a person who washes for twenty minutes with ordinary toilet soap. Thus the daily use of a soap containing the compound would enable a surgeon or operating room attendant to shorten the routine pre-operative scrub-up procedures and perhaps more economy in the use of alcohol and iodine would result. Regular use of soap containing a phenol compound should reduce the probability of infection following skin abrasions and superficial wounds. Traub and his collaborators suggest the use of G-11 also in soap or in other vehicles for protection against skin infections from barber shops or beauty parlors, against hair follicle infections from cutting oils and the like.

An interesting study by Edward Adolphe, in the *Saturday Evening Post*, gave evidence that in war surgery an ordinary cleaning of the wound with soap and water played an important part. After treating the wounded for shock, with plasma, when the pulse reacted favorably, wounds were cleaned in this simple way. Surgeons at the base hospital sent this prescription to doctors at the front: "Clean those wounds first. Use soap and water, use anything at hand, but clean those wounds. Remove bits of hair, clothing, mud and splinters of branches immediately. Then use the sulfa drugs."

It is a general opinion of modern surgery that wounds should be kept clean, not by strong antiseptic solutions, as we had them in the "carbolic era," but by simply removing obviously unclean things such as hair, mud, etc., and washing the surface with soap and water, also by trimming away the dead and dying flesh. Then a wound is left alone, in many cases not even sutured, because that might encourage infection.

The soap-and-water-and-sulfa treatment has its limits, of course; it is no cure-all. But the statistical results of this simplified approach to wound healing seem to be excellent.

SOAP SOLUTION FOR RABIES

Prevention of rabies by local treatment of bites inflicted by rabid animals has occupied the attention of

physicians from earliest times. Howard J. Shaughnessy and Joseph Zichis, Chicago, showed that in experimental wounds contaminated with rabies virus local treatment was of use. When the treatment was instituted within 30 minutes, only 11 per cent of those treated with fuming nitric acid and only 6 per cent of those treated with soap solution became infected, compared with 63 per cent of the untreated controls. The soap solution used was 20 per cent. The application of treatment in two hours was apparently somewhat less effective, and its application in six hours was definitely less effective than when it was applied in 30 minutes.

16th Century Soap Factory

When relayed to Italy from Chicago or New York, bulk GI soap became an expensive item, and it took up more shipping space than could be given over to it.

As a consequence, a fourth of all GI soap used there was of local manufacture. The soap factory's staff consisted of four young Italians, who were under the direction of the Fifth Army's Quartermaster purchasing and contracting officer, Lt. Colonel Gregory J. Cook.

In the shadows of a picturesque Florence building there stands the 16th Century factory and its equally antique equipment, a period scene not too different from a movie lot depicting a Renaissance industry. The workmen in cheesecloth aprons, labored behind latched doors within a musty, cob-webbed room. Odors like those of a fish cannery rent the air; walls and eaves of the building were soot-blackened and all of them were covered by the dust of many centuries.

Equipment included black vats, mysterious brews within dented copper kettles, open hearthstones measuring ladles, and an odd water-pump cranked by hand like a Model T. Ford.

For more than 250 years the soap factory had been the pride of the Italian Bernini family. The present day Bernini along with his three assistants had been destitute for nine months when they were discovered by Colonel Cook.

The soap maker soon received the

most formidable job of his career. Quartermaster trucks, at the factory door, unloaded five gallon tins filled with kitchen greases and fats collected by Fifth Army cooks.

Other soap ingredients which were procured in Italy followed the greases and fats swiftly.

Production was impressive — sixteen thousand pounds of soap per month, or the better to visualize this, more than enough GI soap to keep a busy Fifth Army kitchen spotless for ten years.

Hygrade Food Buys Harris Soap

The Harris Soap Co., Buffalo, N. Y., has been purchased by Hygrade Food Products Corp., which owns a meat packing plant in Buffalo.

President and Chairman Samuel S. Slothin of Hygrade in New York, N. Y., said that no decision has been reached as to whether Harris would operate as a separate company.

The Harris company's best-known product is "Harris Pure White Soap Granules," but it also makes other soaps.

Fat Salvage Picture

The American Fat Salvage Committee conducted a survey in September to determine the Metropolitan New York housewives' attitude toward salvaging used kitchen fats since the end of the war.

Eight hundred women were interviewed. Of these, 85 per cent knew of the need to continue fat salvage after the end of the war. Forty-six per cent had salvage containers on hand, or in other words, were active salvagers. This compares with 51 per cent in July. August, 1944, showed 74 per cent as being active salvagers.

The amount of fat on hand had increased slightly since the last wartime survey from July, 1.15 pounds to September, 1.34 pounds. Of the 46 per cent active salvagers were definitely going to continue this activity, 11 per cent were "probable" and 1 per cent were going to discontinue salvaging.

It's No Secret...

Beauty boosts sales!



Jinx Falkenburg
in "The Gay Senorita," a Columbia Picture



ON THE SCREEN the beauty of performers like Jinx Falkenburg increases box office sales for the motion picture industry.

OVER THE COUNTER the beauty of this artfully designed Gift Package wins sales for Max Factor.

THE PACKAGES that dealers prefer to display, and which most attract consumers, are those that effectively "stage" a product. That's the success secret of a *Package* by Ritchie. That's why—while solving practical problems of material, structure and cost—Ritchie always comes up with an outstandingly attractive, **SELLING PACKAGE!**

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Survey of Soaps in Use

The *Woman's Home Companion* has completed a nation-wide survey among its readers to analyze their cosmetic habits. A report on the findings obtained is reported below. As some women mentioned more than one brand, percentages add up to more than 100 per cent.

SOAP FOR HANDS

The relative position of the various brands named was found to have changed very little since the last survey was made. Users preferred brands in the percentages listed: Ivory, 21; Lux, 18; Palmolive, 16; Camay, 13; Woodbury, 13; Sweetheart, 10; Cashmere Bouquet, 7; Swan, 5; Lifebuoy, 3; Wrisley, 2; Lava, 2; Yardley, 1; Colgate, 1; all others, 10.

Purchases were made in: Drug stores, 22 per cent; department stores, 28 per cent; 5 & 10¢ stores, 4 per cent; house to house, 1 per cent; gift, 2 per cent; and miscellaneous (including grocery stores), 48 per cent.

A breakdown, by age groups, shows that age groups buy in the following percentages: Under 25, 92; 25-34, 92; 35-44, 89; and over 45, 83; by income groups, over \$3,000, 90; \$1,500 to \$2,999, 88; under \$1,500, 87; by occupations, home workers, 90; office or store workers, 89; industrial workers, 80; and others, 84. Used by 89 per cent of all readers.

SOAP FOR FACE

Brand names listed in the category "soap for the face" showed the leaders to be: Lux, 17; Woodbury, 17; Ivory, 16; Palmolive, 15; Camay, 14; Sweetheart, 9; Cashmere Bouquet, 7; Swan, 3; Wrisley, 2; Lifebuoy, 2; all others, 17.

Purchases were made in: Drug stores, 26; department stores, 28; 5 & 10¢ stores, 3; house to house, 2; gift, 3; and miscellaneous, 43.

A breakdown, by age groups, shows the following percentages (used): Under 25, 96; 25-34, 92; 35-44, 97; over 45, 86; by income groups, over \$3,000, 88; \$1,500 to \$2,999, 92; under \$1,500, 90; and by occupations, home makers, 89; office and store workers, 89; industrial workers, 93; others, 90. Item

used by 90 per cent of all readers.

SOAP FOR BATH

Bath soap brand names showed the following preferences by percentages: Ivory, 20; Palmolive, 14; Lux, 13; Lifebuoy, 10; Camay, 10; Woodbury, 10; Sweetheart, 9; Cashmere Bouquet, 7; Wrisley, 6; Swan, 5; Yardley, 2; H. H. Ayer, 1; Colgate, 1; all others, 12.

Purchases were made in: Drug stores, 24; department stores, 30; 5 & 10¢ stores, 3; house to house, 1; gift, 4; miscellaneous (including grocery stores), 44.

A breakdown, by age groups, showed the following percentages used: Under 25, 97; 25-34, 94; 35-44, 93; over 45, 91; by income groups, over \$3,000, 93; \$1,500 to \$2,999, 94; under \$1,500, 90; and by occupations, home makers, 94; store and office workers, 93; industrial workers, 92; and others, 91. Used by 93 per cent of all readers.

ANTI-PERSPIRANTS

Purchases in anti-perspirants showed the following brand preferences by percentages: Arrid, 45; Odorono, 22; Fresh, 10; Non-Spi, 5; Du Barry, 4; Tussy, 4; Ever-Dri, 4; Five Day Pads, 3; Dorothy Gray, 2; Avon, 1; Dew, 1; Sno Mist, 1; Etiquet, 1; Neet, 1; all others, 10.

Purchases were made in: Drug stores, 61; department stores, 25; 5 & 10¢ stores, 18; house to house, 2; gift, 1; miscellaneous, 1.

A breakdown, by age groups, showed the following percentages used: Under 25, 58; 25-34, 64; 35-44, 66; and over 45, 55; by income groups, over \$3,000, 57; \$1,500 to \$2,999, 61; and under \$1,500, 53; by occupations, home makers, 60; office and store workers, 65; industrial workers, 66; others, 61.

The trend toward anti-perspirants continues, apparently at the expense of deodorants. Increased usage among low income, office and industrial readers seems to bear this out. Arrid, Odorono and Fresh account for 77 per cent of the market for this product. Used by 61 per cent of all readers.

DEODORANTS

The deodorant, which merely neu-

tralizes odor, continues to lose ground in favor of the anti-perspirant, which achieves two purposes. Largest drop is in the industrial and office workers and low income group.

Purchases on deodorants showed the following brand preferences by percentages: Mum, 45; Fresh, 13; Amolin, 8; Quest, 6; Yodora, 6; Avon, 4; Helena Rubinstein, 2; Zip, 2; Hush, 1; L'Orle, 1; all others, 15.

Purchases were made in: Drug stores, 57; department stores, 24; 5 & 10¢ stores, 18; house to house, 4; gift, 1; miscellaneous, 2.

A breakdown, by age groups, showed deodorants were used by the following percentages: Under 25, 46; 25-34, 44; 35-44, 40; over 45, 33; by income groups, over \$3,000, 40; \$1,500 to \$2,999, 42; under \$1,500, 34; by occupations, home makers, 41; office and store workers, 40; industrial workers, 34; others, 38. Used by 40 per cent of all readers.

DEODORANTS—ANTI-PERSPIRANTS

Only hand cream and lotion, face powder, and soap have a usage that exceeds the figure for deodorants and anti-perspirants. There is a tendency toward a more even distribution among occupational groups.

The percentage who use deodorant, anti-perspirant or both, by age groups is: Under 25, 92; 25-34, 93; 35-44, 89; over 45, 78; by income groups, over \$3,000, 88; \$1,500 to \$2,999, 89; under \$1,500, 77; by occupation, home makers, 88; office and store workers, 89; industrial workers, 87; others, 84.

The products are used by 88 per cent of all readers.

Dishwashing Instructions

The Office of the Quartermaster General has published a bulletin of instructions on the use of dishwashing compounds.

Through research and practical tests the proper amounts per gallon of water of each of the compounds has been determined for various degrees of hardness of the water. These instructions are for use in mechanical washers.

In advanced positions ordinary issue soap is used as the standard dishwashing material. If the water is extremely hard a softening agent, sodium carbonate, may be used.

Are you planning a

Post War Miracle ?



You'll need good ingredients

To make those fine new preparations your trade is expecting, you'll need the best of ingredients! Your laboratory samples are prepared under ideal conditions; to duplicate these products in regular production, you need uniform, dependable ingredients of the grade as determined by your research. If you are planning post war preparations using white oils, petro-

latums or other petroleum specialty products, you will be wise to (1) select your test samples from the Penn-Drake line, because it gives you a wide choice of grades, and (2) specify the grade you select for your regular production.

Close control of Penn-Drake refinery processes, plus extensive experience in making the grades you need assure dependable uniformity. Pains-taking care in manufacture eliminates impurities that would cause deterioration of the finished preparation. You can depend upon Penn-Drake!



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WASHINGTON PANORAMA

by ARNOLD KRUCKMAN

IN effect, the amendment to schedule 71 of Order M-300, promulgated by the Civilian Production Administration, should make alcohol available to the toiletries and flavors industries without any limitation. Industrial alcohol should be free in practically any quantity required.

ALCOHOL ALLOCATIONS

The amendment applies to all transactions after December 1. Its terms provide that allocations be made by CPA only to primary suppliers for industrial purposes. Those who buy alcohol do not need to file either applications to buy, or use certificates. The primary supplier, which obviously includes the distiller, makes an application to CPA every month for the quantity required for resale and for the quantity used in the plant. To make sure that the meaning of *primary supplier* is understood, the term is defined in the amendment as any person who makes alcohol under an industrial permit issued by the Bureau of Internal Revenue, and any importer, as well as the Reconstruction Finance Corporation and any other Government agency.

The understanding here is that the suppliers will receive allocations of practically all the industrial alcohol they desire, provided they draw 40% of their requirements from the government stockpile, which is controlled by RFC. There are 80,000,000 gallons of industrial alcohol in this stockpile, which cost the government top prices. RFC hopes to liquidate this surplus promptly. There is now no reason why any producer of cosmetics, toiletries and flavoring

compounds should be unable to obtain all the alcohol needed. To all intents and purposes, despite the allocation control, it is free and abundant as it was in prewar days.

The word in the Capital is that even the allocation control should be removed by next May or June. Why it must be maintained is not clear even to those engaged in administering some phases of the control. Apparently the production of alcohol is restrained for international political reasons as well as to support the domestic market. The future of rubber, natural and synthetic, has a bearing on the question. Synthetic rubber would require large volumes of industrial alcohol. The military do not need the alcohol in large quantities either directly or indirectly, at present. The Chemical Unit of the Bureau of Foreign and Domestic Commerce recently reported: "Major problems facing the (industrial alcohol) industry are the disposal of the greatly increased production capacity and the supply of molasses."

OUTPUT OF ALCOHOL

During 1940 about 64% of the output of alcohol was from molasses and 13% from grain, whereas during the first 6 months of 1943 grain represented 68% and molasses 17%. Molasses chiefly is a product of Cuba and other foreign areas of the Caribbean. Grain, wheat and corn, is a domestic product. Both plague the Department of Agriculture with economic, political, and diplomatic problems. Both are headaches for the Members of Congress. The question of whether it is to be synthetic or natural rubber has a

bearing on the maintenance of the "greatly increased production capacity" chiefly owned by the Government and not yet sold; also, on certain relations with Europeans and Latin Americans and Asiatics; and it has a bearing on the economic destiny of some large industries.

ALCOHOL PLANTS TO MAKE SUGAR

The law, permitting industrial alcohol plants to make sugar as well as alcohol, until the end of next June, was approved by the President early in November. The question involved also touches alcohol. It is estimated there are waiting distribution over 3,000,000,000 bushels of corn. Farmers, like other canny merchandisers, are holding back until after January 1, when the new tax laws become effective.

Early in the year the bulk of this vast production will go to market. It will not be possible to determine the condition of the corn until the truckers, who act as middlemen, begin selling it at the market centers. The general assumption is that 30% of the 3,000,000,000 bushel crop is soft and moist. Drying is not deemed very effective. A substantial part could be used as feed. But it is assumed a very large part will be turned into sugar and alcohol. The question still unclear is how much will be devoted to production of alcohol, and how much will be used to make sugar. Corn with 20% moisture makes 40 pounds of syrup to the bushel, and 27.5 pounds of sugar. It has been estimated the present crop runs from 10% to 40% moisture. If the moisture averages 20%, the 1,000,000,000 bushels



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estimated soft and moist would be capable of yielding 27,500,000,000 pounds corn sugar. This is equal to 17,250,000 tons sugar, far more than the world's pre-war annual supply. The most bountiful supply in the United States for all purposes in prewar years never quite totaled 8,000,000 tons sugar. If only half of the moist and soft corn were used to make sugar, the total product would be more than equal to our most bountiful annual combined supply from Cuba, Louisiana, the western beet states, Hawaii, the Philippines, the Dutch East Indies, and Puerto Rico.

INDUSTRIAL SUGAR SHORTAGE

Only a fraction of the moist crop turned into sugar would make millions of tons sweetener, and the corn sugar would crash into the present sugar economy like an atomic bomb, even if more corn sugar is required than is used of cane and beet sugar. The corn products people have made corn syrups and dextrose corn sugar in limited quantities for a number of years. The corn-product sweeteners have been popular with bakers, confectioners, and candy-makers. It seems quite likely the alcohol problems of the toiletries and cosmetics and allied industries are reasonably solved for some time to come. Even should circumstances force the production of some corn sugar and corn syrup under present conditions of desperate industrial sugar shortage, it is sure that a large portion also will be devoted to the production of more industrial alcohol. The corn products people are bound to help in persuading the powers that be to make more alcohol.

BARBER REPORTS ON BUYING

Government students with expert knowledge believe the alcohol needs of the toiletries and cosmetics industry will expand rapidly when the real postwar consumer-buying urge gets started. Lester A. Barber, the toiletries and cosmetics expert of the Chemical Unit of the Bureau of Foreign and Domestic Commerce in the Department of Commerce, foresees a logical increase in buying by women, but he looks for the most extraordinary expansion in the wants of men. Barber recently produced a report, not yet published, which al-

ready has aroused attention among non-trade newspaper correspondents in Washington, who were permitted a preview by the Commerce Department Publications Office.

SALES OF MEN'S PRODUCTS HIGH

Barber points out that a number of new products are aimed solely at men, and that apparently buying by men for men is increasing enormously, according to reports from retailers. Reports also show that displays in many great retail centers are designed to capture the attention of women who buy for men, as well as of men themselves. During recent years men have not been able to secure the supply of after-shave lotions and after-shave powders they desired. Many are now buying in quantities in order to make sure they have supplies on hand. It also has been found that men are buying preparations which approach in effect and composition some of the depilatories used by women. These preparations, increasingly popular, are used as beard-softeners before shaving, and have been found to give the face smoothness after shaving.

Barber points out that women frequently purchase for men equivalent of sachets and sachet-powders, which the women sprinkle, or place, to give men's possessions and clothes the subtle scents associated with masculine habits. He has found too that male users of eau de cologne have increased tremendously. Barber is convinced the producers who make special and intensive studies of masculine likes in shaving creams, after-shave lotions, after-shave powders, body powders, beard softeners, perfumes, and even cuticle softeners and other items connected with manicuring, have a huge new market to supply. The idea seems to be that only the surface has been scratched in meeting the desire among men for scents that distinctively may be associated with masculine things.

MAKING AND MARKETING TOILETRIES

In another study, Barber analyzes the requests which come to the Department of Commerce from great numbers of men and women who wish to know what they must do, and how they must be equipped, to go into the business of making and marketing toiletries and cosmetics. The popularity of the products appears to

have stirred up concurrently a desire to engage in the business. Barber does not attempt to discuss the financial basis from which the start must be made, but he does emphasize that the prospective enterpriser must clearly know whether the business is to be built on a knowledge of chemistry and the materials involved, or whether the business is to be established on a knowledge of selling and advertising. He points out that those who attempt to succeed in the industry must be skilled salespeople, and must know how to advertise, and how to choose the thoughts and suggestions that go into the advertising. Barber reports the demand for information comes in the same volume from those who have not been in the war as it does from the men and women who have been discharged from the services.

This is rather surprising to the people in the Department of Commerce. Most of the requests for information and counsel on many subjects coming to the Department stem from former members of the services. It is assumed the interest in the toiletries and cosmetics industry also springs from those who have been war workers, and who have become aware of the popularity of the products, and wish to invest their savings in the business, which is glamorous to them.

ARMY SURPLUS OF LEMON OIL

From the Department of Agriculture comes the news that the Army has turned over for disposal as surplus approximately 300,000 pounds of lemon oil which came from Europe about three months ago. Chief A. L. Kalish, of the Essential Oils Section of the Special Commodities Branch of Production and Marketing Administration, is preparing the plans for the disposition of the lemon oil. The oil will be sold by the Department of Agriculture to the historical importers.

The OPA ceiling on the oil when sold by the Government is \$2.92½¢ per pound. When sold by the importers to the trade the OPA ceiling has been fixed at \$3.25 per pound. It is reported an investigation of the oil, which is stored in New York warehouses, showed it is in good condition. The sales will be made after the oil is repackaged and classified according to grades and quality. The Bureau of Labor Statistics reported

late in November that prices of citrus fruits moved up sharply when ceilings were removed.

Imported whole Aleppy black pepper, packaged, may be sold at 10c. a pound ceiling instead of 8½c., under amendment 3 to RPS 52, which became effective Nov. 10. The retail ceiling price, on black pepper, remains unchanged. Lampong black pepper, packaged, another import, was increased from 6½c. to 10c. a pound a year ago. Indian Malabar black pepper also has been increased to a ceiling price of 10c. a pound. The Department of Agriculture had 2000 long tons of the pepper which it offered to sell to grinders who were unable to replenish the stocks they supplied to the armed forces.

Investigating what happened when it removed ceilings on merchandise not considered very important, the OPA discovered that coconut, and its various products, quadrupled in price four days after the ceiling was lifted. Bulk comb honey, sold in combinations containing 40 per cent of comb honey, may carry a differential added to the extracted honey price. Packers may add 3c. to one pound, 2½c. a pound over one pound but under five pounds, 2c. for five pounds and over. Recent announcements by the Stabilization Administration emphasize that price-fixing, and price-control, remains tightly under supervision of Administrator Chester Bowles.

There is every likelihood the powers of OPA will be continued at least until next July. Most of the food subsidies will be discontinued after Jan. 1. Probably the only subsidy remaining will be the payments supporting sugar. Price ceilings, when increased, invariably start on the 1942 basis, with the added costs for labor and materials today. As a practical matter of fact the new price ceiling almost invariably reflect the prices that would have prevailed with increases in September, 1944.

TRADEMARK REGISTRATION RENEWED

The bill introduced by Rep. Fritz G. Lanham, Democrat, Texas, H. R. 3424, to permit renewal of trademark registrations, is almost identical with the law passed by Congress in 1941, under which the President proclaimed our patent law, as amended, to Great Britain. The present bill is designed to allow foreigners to come here and renew their patent ex-

pirations, in the event that their countries extend to us the same privilege. It is particularly aimed at repairing any troubles that may have arisen from lack of proper registrations during the war. A bill to cover similar deficiencies in patent statutes was filed as H. R. 4624. The bills will come before the House and the Senate, and are expected to be enacted.

TOILETRIES EXPORT INCREASING

The Department of Commerce has recently stated the exportation of toilet preparations has increased steadily since 1939. During the war the development naturally was checked in some degree by lack of ingredients, shipping controls, exchange problems, and the ambition of our foreign customers to produce their own. In most instances the Government found that United States firms have established branches in foreign countries to meet local competition. It is particularly interesting that the Department of Commerce holds the Soviet Government is building up a great cosmetics industry with the purpose of doing business as the greatest exporters in the world. England has put into effect its policy to expand the exportation of cosmetics at the expense of the immediate curtailment of home consumption.

American producers are reported to have focussed their efforts on four large groups for intensive promotion, in foreign countries as well as at home. They found sales fields fertile in providing merchandise for the very young, for teen-age youngsters, for women of maturity, and for men of all ages. It is reported that men between 20 and 45 are particularly good customers. Sales appeal failed for young girls in most foreign countries, especially in Latin countries. The assumption that men probably are the greatest and most stable consumers of toiletries and cosmetics is said to have been borne out by the results of the foreign investigation. It was found that men in all countries use the same basic toilet products used by the men in the United States. Moreover, it was found they are more easily reached everywhere by toiletries and cosmetics advertising, overall, than are women. They were found to be ready buyers of new things, while women are inclined to disregard the new for the wares to which they have become accustomed.

The brass hats of the Commerce Department admit presently trading in France, Norway, Finland, Denmark, Netherlands, Belgium, Italy, and Greece, is practically confined to the State. They optimistically predict in time private transactions will prevail. The same sources say that Germany, Hungary, Austria, Czechoslovakia, Bulgaria, and other so-called Eastern European countries, will be permanently under the Soviet pattern of communal trading.

The Office of Foreign Agricultural Relations is very much interested in the problem of coconuts in Mexico, Brazil, Ecuador, Trinidad, Tobago, Paraguay, Cuba, Honduras, Nicaragua, Colombia, Jamaica, and Puerto Rico. It estimates approximately 1,000,000 acres of coconut palms in Latin America. It reports copra produced on this hemisphere approximates 75,000 tons per year. Incidentally, 25 per cent of the world's fats and oils have been derived from copra in the past.

The same source reports a new plant is used in Guatemala to produce a popular drink, the naranjilla, resembling in some of its properties both the tomato and the orange. It is to be prepared in a highly concentrated form for exportation to this country, as a basis for a popular drink.

FATS AND OILS IN SHORT SUPPLY

Rationing of fats and oils came to an end on Nov. 23; but fats and oils will continue short in supply both in this country and elsewhere. Fats and oils would have been rationed far into next year, except that it would require a new organization and a new system to handle the controls. More than 500,000 industrial users would have had to be newly registered. Department of Agriculture predicts the supply in 1946 and 1947 will be 1,500,000,000 pounds less than in 1943.

John M. Weyer, of the American Spice Trade Association, has reported to the Department of Agriculture the Dutch East Indies are expected to ship soon considerable quantities of black and white pepper, cinnamon, nutmeg and mace, and the Chinese are under promise to ship ginger, sesame seed, and other spices. Mr. Weyer also promised we will soon receive substantial quantities of cassia from Ceylon and China.

U.S.I. CHEMICAL NEWS

December ★ A Monthly Series for Chemists and Executives of the Solvents and Chemical Consuming Industries ★ 1945

New Low-Cost Alkyd Meets Current Need For Non-Quota Resin

S&W Aroplaz 1379 Is Versatile Resin Having High Phthalate Content

To answer the current urgent need for resins made from raw materials that are exempt from existing oil and rosin quotas, U.S.I. offers its new alkyd resin, Aroplaz 1379. A modified alkyd of medium-to-short oil length, "1379" is suitable for use in a variety of air-drying and low-temperature baking finishes, such as those for metal cabinets, toys, hardware and implements. It can also be used satisfactorily in metal primers and low-cost finish coats, and as a general utility vehicle.

Finishes made with S&W Aroplaz 1379 air-dry hard overnight and bake hard in one hour at 200° F. To obtain the best drying rates, finishes should be aged from 48 to 72 hours.

High in Phthalate

Although S&W Aroplaz 1379 is a very low cost vehicle, it has a high phthalate content and performs remarkably well in all but top-

(Continued on next page)

SPECIFICATIONS

Solution:	49-51 % Solids in Mineral Spirits
Viscosity (G.H.):	X-Z
Color (G.H. 1933):	10-12
Acid value (solvent free basis):	10-16
Wt. gallon @ 25°C:	7.7-7.8 lbs.
Oil Content (solvent free basis):	No reportable oil
Phthalic Anhydride (solvent free basis):	33%
Solubility: Complete in all petroleum and coal-tar hydrocarbons. Insoluble in ethyl alcohol. Compatible with many alkyds, varnishes and drying oils of low and me- dium viscosity.	

Color Printing Saved by Yellows That Now Outperform Chromes

Ink Makers Plan to Continue Use of Benzidine Yellows Because of Their Lower Cost and Improved Workability

Well up among the war-born "substitutes" that have won a permanent place in American chemistry are the benzidine yellows, which, ink manufacturers say, literally saved multi-color during the war. Synthesized from acetoacetanilide

and other U.S.I. "arylides", these benzidine dyestuff pigments, have demonstrated cost and pressroom advantages which will assure continuance of their use despite the return of prewar chrome yellows.

High Tinctorial Strength

Chief reason for the superiority of the new synthetic colors, according to one of the country's largest ink manufacturers, is their extremely high tinctorial strength—ten, perhaps more, times that of chromes. This high strength more than offsets the per-pound price differential between the two types of dyestuff.

Redwood Seen as Source Of Oxidation Inhibitors

Products derived from redwood chips have been found to be effective inhibitors of autoxidation in paraffin hydrocarbons, according to a recently presented technical paper.

The most effective of the products tested was purified redwood tannin prepared by extracting redwood with warm water and then dissolving the active tannin fraction in ethyl acetate. The ether-soluble tar and the phenolic fraction obtained by destructive distillation of redwood phlobaphene were also found to be effective inhibitors.

The redwood tannins were said to compare favorably with benzyl-p-aminophenol and catechol in inhibiting action.

Rejuvenates Electrolyte By Addition of Acetone

Burrs, machine tool marks, roughness and other processing blemishes are sometimes removed from metal parts by a brightening electrolytic process employing a glycerine-hydrochloric acid electrolyte. Such electrolytes tend, after extended use, to become degenerated. A recent patent covers a method for rejuvenating such degenerated baths, by adding acetone in amounts up to 10 per cent of the volume of the bath.



From 6 to 66 America has adopted Superman, Dick Tracy and other "comics" as part of the family. Thanks to the new benzidine yellows America could follow them—in color—throughout the war.

In addition, it means that the ratio of pigment to vehicle is tremendously reduced. This fact, coupled with the smaller crystal size of the benzidine pigment, makes for a marked improvement in the workability of the final ink. The tendency for the pigment to separate and "pile" on the printing plates is eliminated. The ink flows and handles more easily.

The new dyestuffs are non-bleeding in water, and in dilute acids and alkalis. They are also quite resistant to melted paraffin, alcohol and other common solvents, except chloroform.

Good for Majority of Inks

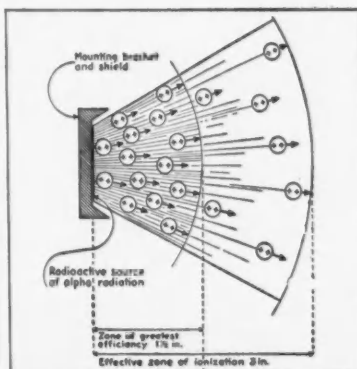
Only disadvantages of the new yellows are their lack of opacity and their tendency to fade on long exposure to strong light. According to the ink manufacturer, however, both of these disadvantages are unimportant in the vast majority of cases. Currently, opacity is being obtained by the addition of small amounts of white pigment or chrome. In the future, when printing papers return to their prewar whiteness, there is expected to be less and less demand for opacity in the yellow

(Continued on next page)

New Radio-Active Device Eliminates Static Problems in Industrial Processes

A new radio-active device promises to afford an astonishingly simple way to end the fire hazards and production obstacles which static electricity presents in many manufacturing processes. This radio-active device uses alpha rays, given off by radium, to ionize the air near points where friction generates static. The ionized air, a conductor of static electricity, bleeds this unwanted static harmlessly off to ground.

The static eliminator consists of foil, impregnated with a radio-active material, which is attached by bonding to a non-radio-active, heavier metallic backing. This assembly is attached to the machine at the proper points. No other changes in the machinery are needed, and it is claimed that no unusual precautions need be taken to protect shop personnel, and service poses no problem.



New Low-Cost Alkyd

(Continued from preceding page)

grade whites. It is rated "fair" in color, color retention and flexibility. The latter characteristic, however, can be improved where desired by adding 5 to 10 per cent of Q-body linseed oil (or other oils, vehicles or alkyds). Zinc oxide and similar reactive pigments should be avoided.

Samples are available upon request.

Drug Intermediate Made By New Claisen Reaction

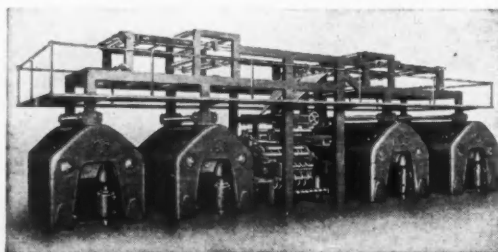
A patent of recent issue describes an improved method of preparing 4-methyl phenyl acetone, an intermediate used in the preparation of therapeutic agents. Ethyl acetate and 4-methyl benzyl cyanide are reacted in the presence of sodium ethoxide to form alpha-(4-methyl phenyl)-acetoacetonitrile. Saponification of the cyano group yields 4-methyl phenyl acetone.

One use described for the intermediate is the preparation of alpha-(4-methyl phenyl)-beta methylamino-propane, a sympathomimetic producing effects similar to those of benzedrine.

Mixed Solvents Boost Soya-Bean Oil Yield

A writer in a British chemical magazine outlines a method for increasing the extraction of soya-bean oil. While 95 per cent ethanol will extract only 12 per cent, the addition of 10 per cent trichlorethylene boosts the yield to 50 per cent.

The less-inflammable, mixed solvent is completely miscible with all concentrations of soya-bean oil when heated. After it cools, the solution extract separates into a top layer of practically pure ethanol and trichlorethylene, which may be reused as it is, and a lower layer containing 50 per cent soya-bean oil.



The swing is to color! This up-to-the-minute press is especially designed to permit addition of color in newspaper printing, when desired. Chances are, the inks run on it will contain some U.S.I. products — resins, solvents, or dyes made from U.S.I. intermediates.

"Arylide" Dyes

(Continued from preceding page)

ink. Traditionally, the yellow ink has had to be opaque because it is the first color printed; but if the paper itself is of good whiteness, there is no more reason for the yellow to be opaque than for the red and blue which are transparent.

As to light-fastness, it is the ink makers experience that benzidine yellows are good for "999 out of 1000" applications. Packages which must have long shelf life and billboards which must withstand exposure to direct sunlight are two typical exceptions.

Hansa Yellows

Predecessors of the benzidine yellows, the Hansa yellows have considerably higher fastness to light and are used for jobs to which the newer dyes are unsuited. While somewhat lower in tinctorial strength, the Hansas have the same advantages as the benzidines in making inks which have better flow and work better on the press. Their high resistance to the action of sunlight and alkalis also makes them desirable for use in pigmenting papers and protective coatings.

Synthesis and Tinting

Benzidine yellows are made by combining tetrazobenzidine with one of the acetoacetylides. Similarly, Hansa yellows are made by coupling "arylides" with diazotized aniline derivatives.

By varying the intermediates used, a great number of yellows can be produced having different shades and fastness to various agents. However, current practice is to make just a few benzidine yellows and then tint them with reds or oranges to produce the desired shade.

U.S.I. has developed some 14 different aryldes of widely varying properties. Specifications on these intermediates may be obtained by writing to U. S. Industrial Chemicals, Inc.

TECHNICAL DEVELOPMENTS

Further information on these items may be obtained by writing to U.S.I.

Removing rust without sandblasting is the purpose of a new solution said to work by disintegrating the rust, and at the same time fortifying the metal against further corrosion. (No. 007)

USI

To recover paint and lacquer from spraybooths, and reclaim it for re-use, a new process is described as being highly economical and to require neither special skill nor special equipment. (No. 008)

USI

To handle dangerous acids safely, a new durable corrosive-resistant pump has been designed to remove acids from carboys without the use of air pressure. The plastic pump is reported to fit carboys of from 5 to 13 gallons capacity. (No. 009)

USI

A stamping ink for slick surfaces, developed especially for marking plastics, may also be used on almost any highly-polished surface, according to claims of its manufacturer. It is further stated that the ink is heat-proof and weather-proof. (No. 010)

USI

To clean leather, a new detergent is offered which is described as being both a cleaner and a toner. It is said to contain no chemicals harmful to leather. (No. 011)

USI

Joining thermoplastics to each other, as well as to paper, and other surfaces, is the advertised function of a new adhesive. (No. 012)

USI

Synthetic, fungus-resistant cord is offered for electrical assemblies, lacing and other applications where it is subject to attack by fungus, water, oils or flame. (No. 013)

USI

A plastic film, intended for use in pocketbooks and similar articles, is announced as being washable, flexible, tough, and resistant to most chemicals and to fire. A wide choice of colors is offered. (No. 014)

USI

To test plastics, a deflectometer is designed to record the amount of bend automatically on a stress-strain recorder, and to be usable on plastics of greatly varying rigidity, as it permits the operator to magnify recorded deflection by 5, 10, 20, 50, 100 or 200. (No. 015)

USI

To clean cement, a new detergent is formulated to penetrate the pores, emulsify grease and oils, and, under continued use, to bleach the cement surface. (No. 016)

USI

Synthetic orange pigment, said to have outstanding qualities of light and chemical resistance, is offered in limited quantities for research. Its suitability for paper-making applications is stressed. (No. 017)

USI

U.S.I. INDUSTRIAL CHEMICALS, INC.

60 EAST 42ND ST., NEW YORK 17, N. Y.



BRANCHES IN ALL PRINCIPAL CITIES

ALCOHOLS

Amyl Alcohol
Butanol (Normal Butyl Alcohol)
Fusel Oil—Refined

Ethanol (Ethyl Alcohol)

Specialty Denatured—high regular and anhydrous formulas
Completely Denatured—high regular and anhydrous formulas
Pure—90 proof, C.P. 95%
Absolute

*Super Pyro Anti-freeze
*Solox Proprietary Solvent

***ANSOLS**

Ansol M
Ansol PR

*Registered Trade Mark

ACETIC ESTERS

Amyl Acetate
Butyl Acetate
Ethyl Acetate

OXALIC ESTERS

Diethyl Oxalate
Diethyl Oxalate

PHTHALIC ESTERS

Diamyl Pthalate
Diethyl Pthalate
Diethyl Pthalate

OTHER ESTERS

*Dato
Diethyl Carbonate
Ethyl Chloroformate
Ethyl Formate

INTERMEDIATES

Acetoacetylides
Acetoacetylides
Acetoacetylides
Acetoacetylides
Acetoacetylides
Acetoacetylides
Acetoacetylides
Acetoacetylides

ETHERS

Ethyl Ether
Ethyl Ether Acetylides

FEED CONCENTRATES

*Cibay B.G.
*Cibay Special Liquid
*Vacatone 40

ACETONE

Chemical Acetone

RESINS

S.W. Ester Gum Resin
S.W. Ester Gum Resin
S.W. Ester Gum Resin
S.W. Ester Gum Resin
S.W. Ester Gum Resin
S.W. Ester Gum Resin
S.W. Ester Gum Resin
S.W. Ester Gum Resin

OTHER PRODUCTS

Cellulose
Ethylene Glycol
N-methylol Solutions
Ethylene
Isobutylene
Urethane

NEW PRODUCTS AND PROCESSES

Acid Stable Dispersing Agents

The Beacon Co. has developed a series of high molecular weight esters expressly made to form dispersions which are stable in the presence of acids and mineral salts and over a wide pH range under the name of Betanols. They all possess water absorption powers and their water dispersions or solutions are quite viscous. Either water-in-oil or oil-in-water emulsions can be made with the Betanols by the correct choice of ingredients. They possess definite wetting powers.

New Fire Extinguisher

A new carbon dioxide hand fire extinguisher with unique design and quick operating features developed during the war is announced by the B. F. Goodrich Co.

Made to meet the approval of fire underwriters, the container holds four pounds of carbon dioxide, and comes with a carrying handle and control button designed for fast operation. It can be carried in one hand, with the thumb of the carrying hand operating the push button.

Two New Waxes

The International Wax Refining Co. has announced two new waxes intended to be used in reducing the consumption of carnauba, candelilla and ouricury waxes. The names of the two new products are Intawax Yellow and Intawax Amber.

High Speed Filling Machine

Amon-Schulte Co. announces an electric automatic high-speed rotary filling machine—the Asco-Dunn design. The tank is equipped with an automatic float control maintaining an established level of liquid during operation. The cover is tight fitting and may be removed for cleaning by hand without the use of tools.

Filling tubes are of patented construction, which cut off the flow both at the tank and at the bottom of the tube. Automatic safety features pro-

vide for automatic stoppage should anything happen to a container, the crowner or closing machine.

The Asco-Dunn is built in several models, ranging from small hand operated designs up to large rotary high-speed, power operated filling machines.

Short Range pH Test Papers

Six new Hydriion Short Range pH Test Papers are announced by R. P. Cargille. Color changes for small pH



pH test papers

intervals are so well defined that the makers state that with these papers readings can be made to 0.25 pH units.

The six papers cover the range pH 1 to 14. Transparent plastic dispensers hold two papers in roll form.

Air Exhauster

The "Agitair" wind actuated, weatherproof exhauster, a unit which is stated to be applicable to mounting atop buildings, vents, or even horizontally to suck hot, stale air, steam or other odors out of buildings with only a slight breeze blowing, is fully described by a new 12-page bulletin issued by Air Devices, Inc.

Electronic Feeder Control

A new electronic feed regulator is available for hammer mills and grinding mills. Its makers claim that it maintains the load on pulverizing equipment at the maximum rated capacity of the connected motor, thus

production is kept at peak capacity.

Momentary overload is prevented. An underload light signal indicates failure of material to reach the pulverizer due to empty bins or arching at some point in the flow above the feeder. Additional light or sound signals may be wired.

Literature and information may be obtained from Mosher Electronic Controls.

Constant Temperature System

A constant temperature system, providing temperatures up to 212° F., has been developed by the Precision Scientific Co.

The apparatus was designed for use in transmitting heat to refractometers, polarimeters, etc.

Detergent for Location Cleaning

A new detergent for location cleaning of floor coverings is announced by The Mathieson Alkali Works.

The new cleaner is a powder with high lathering properties, although it is said to contain no soap. It is used in solution and applied by means of a rotary brush. Released dirt and soiled detergent are then removed with a wet vacuum. It is claimed that the new cleanser not only removes ordinary types of soil but also disinfects, deodorizes and demoths, without leaving a residue or harming texture, color, or tensile strength.

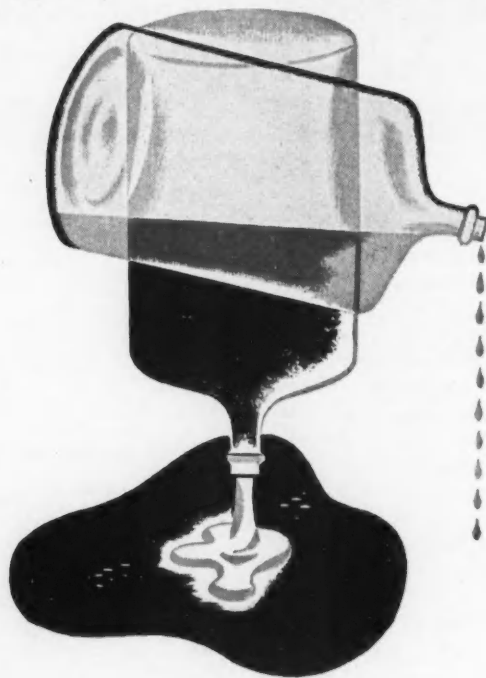
New Catalogs

Carl Schleicher & Schuell Co., New York, N. Y., has a new bulletin available on filter papers.

The new price list of Schimmel & Co., Inc., New York, N. Y., is available.

The Palm Brothers Decalcomania Co. has issued a new bulletin on decalcomanias. It shows various examples of presenting company trademarks through the use of decals.

ONE OF 22 DOW CHEMICALS USED BY THE COSMETIC INDUSTRY



working with water

"through thick and thin"

answering the problem of water thickeners . . .

Water frequently presents thickening problems when used in making products sold in solution.

Often these products must not only be thickened—sometimes they must also be thinned before use. In both operations, Methocel (water-soluble Dow Methylcellulose) easily meets requirements. Methocel works well with water "through thick and thin."

Take the manufacture of germicidal solutions as an example. For many applications these solutions must be thickened so as to be applied most effectively to a specified area or substance. Germicidal solutions are concentrated, however, and often must be diluted with water to the required strength. Methocel thickens germicidal solutions so that they do not pour too freely. This makes exact dilution easy, so that the germicides are not wasted when used.

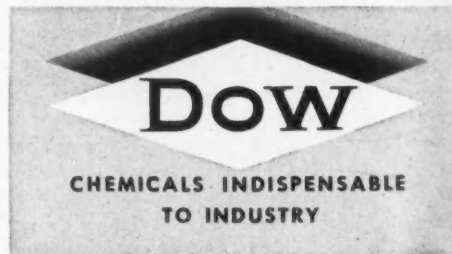
This is only one example of an easy and effective application of Methocel, a water-soluble cellulose ether of exceptional purity and uniformity. Methocel can serve you well—as a dispersing, thickening, emulsifying, binding and coating agent. It may be the answer to many of your product problems. You can find out by asking Dow for complete information.

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Cleveland • Detroit • Chicago
St. Louis • Houston • San Francisco • Los Angeles • Seattle

Methocel

Water Soluble Dow Methylcellulose



AMONG OUR FRIENDS

► Francois Goby, president and general manager of Tombarel Freres, Grasse, France, of which Tombarel Products Corp., New York, N. Y., is the American representative, arrived in Boston November 20 on the troop transport Thomas Barry carrying 4000 soldiers. Although the voyage was rough, Mr. Goby enjoyed



Francois Goby

it because it gave him the feeling that he was again in the army. It will be recalled that he served for four years with the French army in World War I and also for one year in World War II. Mr. Goby's trip was made primarily to confer with executives of Tombarel Products Corp. and to familiarize himself with any changed conditions which he might find since his last trip in June, 1939. He was frank to admit that he found very few changes; his old friends looked young and he felt very much at home among them. All told it was his nineteenth trip to this country since 1921. Conditions in Grasse are improving he observed. Raw materials are coming from the colonies in greater quantities, labor is now adequate, solvents are more plentiful and the damage to the partitions and windows of the company's plant in Grasse caused by bombing has been repaired. The food and transportation situations are still far from satisfactory. The greatest handicap facing producers is the necessity for replacing plantations which died. A great effort is being made, it might be added, to extend the plantations. As is well known Mr. Goby has been active for years in promoting the interests of the industry in Grasse; and he feels that political conditions in France will be more normal in about six or seven months and will then be stabilized fairly permanently. Prices

he pointed out seem very high to American users of essential oils due to the exchange situation which is beyond the control of anyone at present. Mr. Goby will spend about six weeks in the United States on this trip.

► Robert Benesch, treasurer and manager of L'Aiglon Perfumes, Ltd., New York, N. Y., has returned from a two months' trip to the Pacific Coast where he appointed sales agents in the principal cities. The company of which he is the directing head has launched an aggressive sales campaign employing leading women's and other magazines.

Mr. Benesch was much impressed with the rising tide of prosperity on the West Coast.

► Friar Thompson of R. J. Prentiss & Co., New York, N. Y., spoke recently before the New Century Club, in Wilmington, Del. Mr. Thompson, who is in charge of the insecticide division, spoke on "Bugs is My Business."

► Lieut. William S. Fairhurst, vice president of Tombarel Products Corp. is back at his desk after serving in the armed forces for three years and four months, two and a half years of which were spent overseas. At present he is on terminal leave and will go on inactive service in January. Lieut. Fairhurst saw service in



Lieut. Fairhurst

North Africa, Sicily, southern Italy, southern France and Germany where he spent six months. While abroad he visited Grasse several times calling on Tombarel Freres, parent house of the Tombarel Products Corp., and generally obtaining a first hand picture of actual conditions in the flower growing and essential oil producing

districts. He returned to this country and went on terminal leave November 7. While in Algiers a cartoonist sketched the accompanying picture of him. Lieut. Fairhurst, incidentally, is the son-in-law of Louis J. Zollinger, head of Tombarel Products Corp.

► Capt. Sewell H. Corkran, Jr., son of Sewell H. Corkran who has been identified with the cosmetic and allied



S. H. Corkran Jr.

trades for over a quarter of a century as manager of the New York offices of A. H. Wirz Inc. and subsequently of the E. N. Rowell Co. Inc. and the Flower City Specialty Co., has joined his father's organization in a

sales capacity and will contact the trade in the metropolitan and adjoining territories. At present he is on terminal leave from the Tenth Armored Division, U. S. Army but will go on inactive service January 1.

Capt. Corkran was graduated from Williams College in 1940 and the following February he enlisted in the Connecticut National Guard. In 1942 he received his commission as lieutenant in artillery at Fort Sill, Okla. He was then assigned to the Tenth Armored Division and trained with it in Georgia for a year and a half prior to going overseas. In Europe he was in action in France, Luxemburg, Germany and Austria and was awarded three bronze stars for distinguished service. After V-E day he served as a military government officer in Germany.

Like his father, Capt. Corkran is an athlete and while an undergraduate was a member of the tennis and wrestling teams. Mr. Corkran, incidentally, is now located in his new offices at 50 E. 42nd St., New York City.

► W. T. Schroeder has joined Roycemore Toiletries, Inc., Chicago, Ill., as director of sales. He was previously sales manager of G. H. Packwood Mfg. Co., St. Louis, Mo., and before that with Colgate-Palmolive-Peet Co. as general branch manager in Brazil and the Philippine Islands.

*Fontaine
Announces*



BRASS LIPSTICK CONTAINERS

and new styles in
All-Plastic Lipstick Containers

Medium and jumbo lipstick containers

All brass

Combination brass and plastic containers

Various styles.

ALL-PLASTIC LIPSTICK CONTAINERS

Swivel container — medium and jumbo sizes.
Small container for medium size lipstick.

CAPS AND CLOSURES

Ball caps, 18-20-22 mm.
Straight caps, 18-20-22 mm.
standard GCA threads.
Wood closures for men's and
women's toilet waters.
Others in all sizes and colors.

DECORATIVE PROCESSES

Silk Screening, Gold Leaf Printing —
and Spraying. Designs created.

"MIRRO-METAL" FINISH

An exclusive Fontaine mirrored metallic
process in gold, silver, and
sparkling colors on glass,
plastic and base metals.

FONTAINE PRODUCTS CO.
ART IN PLASTICS

306 EAST 61st STREET, NEW YORK 21, N. Y.

► Dr. Percy C. C. Isherwood, O.B.E., president of W. J. Bush & Co. and chairman of W. J. Bush & Co. Ltd., London, England, has been visiting in the United States and Canada. He arrived on the Queen Elizabeth early in October and after conferring with Montague St. Alphonse in charge of W. J. Bush & Co. (Canada)



Dr. P. C. C. Isherwood

Ltd. and other executives of the affiliated company in Montreal he came to New York for a brief visit prior to flying to National City, Calif., accompanied by R. Righton Webb. While there he inspected the plant of the W. J. Bush Citrus Products Co. and studied post war problems with Wilbur Bradley in charge of production, Jack Barrett, manager and Nick Smith, engineer. Following the conference Dr. Isherwood returned to New York. While in the East he went into the plans for the plant expansion now being inaugurated at the company's Linden, N. J., plant. Dr. Isherwood as chairman of the Association of British Chemical Manufacturers during the difficult war years expressed optimism over the outlook and confidence that initiative and enterprise would continue to prevail and overcome problems of adjustment. He sailed for home on the Queen Mary, November 30.

► Dr. William I. Harber has joined the staff of Bjorksten Laboratories, Chicago, Ill., as senior organic chemist.

Dr. Harber was previously associated with Swift & Co., and with Witco Chemical Co. He received his doctor's degree from Iowa State College in 1940.

► Frederick J. Lueders, president of George Lueders & Co., New York, N. Y., accompanied by F. M. Cordeiro, assistant treasurer of the company, has returned from a flying trip to Mexico City, Mexico, where he conferred with the representative of the company there, Jose Arrellano. The trip both ways was made by airplane. Over a week was spent in Mexico during which time Mr. Lueders had an opportunity to discuss

the business outlook for the coming year with leaders of the industry. The outlook, he found, for closer relations between the United States and Mexico commercially and otherwise is most promising.

► Richard R. Deupree, president of Procter & Gamble Co., Cincinnati, Ohio, was a speaker at luncheon at a conference on general management held by the American Management Association. The luncheon was held at the Waldorf-Astoria Hotel, Oct. 11.

► J. L. Hindle, of Standard Synthetics, Inc., New York, N. Y., has recently returned from a visit to the London factory of the company.



J. L. Hindle

He reports business in London to be rapidly recovering from the effects of the war. Imports of such essential oils as lemon, citronella, lavender, lemongrass, etc., are still controlled.

In order to save dollars, substitutes for American oils have to be found, and have resulted in the use of Brazilian peppermint, Messina lemon and orange oils, etc.

Exporters are given preference over manufacturers for the British market. There is an acute shortage of man power.

Offers of cassia oil have just been received in London direct from China, although anise still seems short there. Recent upheavals in Java evidently delayed any possibility of shipments of Java citronella, which is so badly needed as a raw material.

Mr. Hindle believes that there will be an overproduction of certain synthetics in this country, and that world-wide competition in such essential oils as orange, lemon, mentha-arvensis, menthol, etc., will result in low prices.

► Thomas LaPrelle has joined the Eastern sales staff of Kolmar Laboratories, Milwaukee, Wisc., and will make his headquarters at the New York office in the Empire State Building. The company now operates two plants in New York, one in Hollywood, Calif., and one, the main plant, in Milwaukee.

► Lieut. Jean R. Delavigne son of Albert Delavigne of Roure-Dupont Inc., New York, N. Y., is now on inactive duty and has returned to Fordham University to resume his studies as a sophomore. Lieut. Delavigne enlisted in May, 1943, in the air corps and was graduated as a pilot in September, 1944, after which he was an instructor at Turner field, Georgia. His father, Albert Delavigne, was an aviator in the French army in World War I.

► Jean Despres returned recently from a month-long visit to France, England and Belgium. Mr. Despres is vice-president and sales manager of Coty, Inc., New York, N. Y.

► Major Alden R. Ludlow, Jr., has been discharged from the U. S. Army Air Corps, and has returned to U. S. Industrial Chemicals, Inc., New York, N. Y., as assistant to the vice president in charge of sales.

► Paul R. Meincke has joined Scandia Cosmetics Corp., New York, N. Y., as vice-president and general sales manager.

► Robert G. Spencer has returned to Houbigant Sales Corp., New York, N. Y., as advertising manager and publicity director after 32 months as a lieutenant in the Naval Reserve.

► Roger Goldet, general manager of Pinaud, Paris, France, has arrived in this country for a month's stay with the New York organization. This is his first visit to the United States since August, 1939.



Roger Goldet

Mr. Goldet states that supplies are coming in at a better rate, the glass industry is producing, and that

Pinaud, New York, expects to have some importations of French perfumes in the near future. Mr. Goldet reports steady improvement in the French transportation system and in a number of industries.

Mr. Goldet will take an active interest in the expansion of the American firm, and plans to come here frequently.

APPLE BLOSSOM

Breath of Spring

Snow-Drops on
the Green Lace

of
Nature's

Weave

High-Lights
Apple Blossom
With distinctive NOTE

of
FRESHNESS

Use

PIPPIN

Performs like
Peach & Strawberry
Aldehydes
Gives Character
and Attractiveness
to all Compositions

"Stilled Breath of Nature"

Imparts fragrance
of Actual Fruit,
adding
True Tone to
Apple Blossom
Perfumes

SPARHAWK

SPARKILL, NEW YORK
U. S. A.

Genuine **ORRIS** again **AVAILABLE!**

OIL ORRIS ROOT LIQUID ABSOLUTE

ORRIS CONCRETE

ORRIS OLEORESIN (*Resinoid*)

We are gratified to announce that, having received a shipment of Florentine root, we are again able to produce these well known Bush specialties.

W. J. BUSH & CO. Inc.

ESSENTIAL OILS . . . AROMATIC CHEMICALS . . . NATURAL FLORAL PRODUCTS

11 EAST 38TH STREET, NEW YORK 16, N. Y.

LINDEN, N. J.

NATIONAL CITY, CAL.

LONDON

MITCHAM

WIDNES

► Percy C. Magnus, president of Magnus, Mabee & Reynard Inc., New York, N. Y., who is also president of the New York Board of Trade devotes much of his time to civic and charitable work. Unknown to many of his friends he is honorary chairman of the McCosker-Hershfield Cardiac Foundation, Inc., which was the first organization to tackle the problem of checking the cardiac diseases which account for a constantly increasing number of deaths annually. The McCosker-Hershfield Cardiac Home, maintained by the Foundation provides cardiac convalescent care for indigent adults.

► Montgomery St. Alphonse was the guest of honor at a banquet given by the staff of the W. J. Bush & Co. (Canada) Ltd., recently, on the occasion of his twenty-fifth anniversary as head of the Canadian company.

Mr. St. Alphonse joined the parent company of W. J. Bush & Co., Ltd., London, England, in 1902. He was transferred to the Paris office in 1904 and returned to London in 1905, and some time later became manager of the Far Eastern Department, India, China and Japan. In 1920 Mr. Alphonse was sent to Canada to take charge of the Canadian business.

The combined staff of W. J. Bush & Co. (Canada) Ltd., Montreal, Toronto and Winnipeg, presented Mr. Alphonse with a leather chair for his office, and during the banquet he was presented with a gold pen and pencil as a further tribute from the officers, staff, shareholders and directors of the Canadian company.

► William F. Moran has been appointed to the sales staff of Evyan, Ltd., and Mme. Huntingford, Inc., Chicago, Ill. He will cover part of the Eastern territory for the two companies, including New York, Pennsylvania, Baltimore, Washington, West Virginia, Virginia and New Jersey.

► Jorge-Manzano-Small has joined the export department of Bristol-Myers Co., New York, N. Y. He will do sales promotion work in Central America.

► Dr. Anthony M. Schwartz is now a member of the staff of Milton Harris Associates, Washington, D. C. Dr. Schwartz was formerly director of research of the Alrose Chemical Co.,

and prior to that he was associated with the Visking Corp., and the National Aniline Division of the Allied Chemical & Dye Corp. In his new connection, Dr. Schwartz will conduct work in the field of organic synthesis.

► Charles S. Cheston, Philadelphia, Pa., formerly a senior partner in the investment banking firm of Smith Barney & Co., has been elected to the Board of Directors of Monsanto Chemical Co., St. Louis, Mo.

► Dr. Earl W. Flosdorf has become director of research and development for the F. J. Stokes Machine Co., Philadelphia, Pa. He had been on the teaching staff of the University of Pennsylvania for twelve years.

► N. P. Malin has been appointed manager of the Far Eastern Sales Department of the Heyden Chemical Corp., New York, N. Y.



N. P. Malin

Japan, the Philippines and the East Indies.

He is located in the general office of the company at 393 Seventh Ave., New York 1, N. Y.

► George S. Carroll has been elected vice-president and general sales manager of Primrose House, New York, N. Y. Previously he was general sales manager of Tussy Cosmetics.

► Nelson Millard has rejoined Bourjois, Inc., New York, N. Y., as metropolitan sales manager. He was released from the Navy Oct. 8. Before joining the Navy, Mr. Millard had been with Bourjois for more than twelve years. He was vice-president of Bourjois Sales Corp. of Calif. for two years.

He joined the Navy as a lieutenant junior grade, and was subsequently promoted to lieutenant, when he was commanding officer of four mine sweepers.

► Jesse L. Livermore has joined Revlon Products Corp., New York, N. Y., as sales promotion manager. Formerly he was industrial engineering supervisor of the Consolidated Vultee Aircraft Corp., and before that a partner in Dillingham, Livermore & Durham.

► Stell Ayleshire has succeeded Miriam Gibson as chairman of the Cosmetic Division of the Fashion group. The remainder of the term runs to Dec. 31. Miss Ayleshire is advertising and promotion manager of Jeurelle, Inc., New York, N. Y.

► Jacques Guerin, director of Parfums D'Orsay, Paris, has arrived in New York, where he will remain for several weeks. Mr. Guerin brought with him new perfume creations whose formulae had been guarded during the war years.

► George Pfeffer has joined Schnefel Brothers, Inc., Newark, N. J., in the La Cross nail preparations division.

Mr. Pfeffer has recently been associated with Helene Curtis and previous to that he was for several years on the sales staff of the *American Hairdresser*.

► George Wrisley, Jr., has returned to Allen Wrisley Co., Chicago, Ill., having recently received his honorable discharge from the U. S. Marine Corps. He left as a First Lieutenant. He received the Silver Star with Clusters. His brothers Allen and David are in the U. S. Army.

► Oscar M. Burke has been appointed chairman of the Soaps and Cleansers Division of the National Service Fund, Disabled American Veterans. Charles A. Pennock has been appointed to the chairmanship of the Cosmetics Division of the same organization.

► Harold G. Roman, 564 Main St., Portland, Conn., has been appointed New England sales representative for F. J. Stokes Machine Co., Philadelphia, Pa. Mr. Roman has had fifteen year's experience in machinery sales engineering.

Williams & Wilson, Ltd., with offices in Toronto and Windsor, has been appointed exclusive sales representative throughout Canada, east of Manitoba.



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ews and events

A. C. Drury & Co. Celebrates a Quarter Century in Business

The silver anniversary of A. C. Drury & Co. of Chicago, marking 25 years of continuous service of that well known raw material house is being celebrated this year. In that span of time the small but ambitious concern doing a purely local business founded by Arthur C. Drury has grown under his enterprising and able direction into an internationally known organization supplying essential oils, aromatic chemicals and other raw materials.

The colorful business career of Arthur C. Drury began in 1911 when he joined M. L. Barrett & Co. of Chicago, then a leading firm in the Middle West, where his eager and energetic interest attracted the attention of his employers and the trade.

In 1912 he represented American manufacturers in Rio de Janeiro, Brazil. Upon returning to the United States, he entered business as Merz & Drury, which was later dissolved. He then established his own business until enlistment in service of World War I.

On his discharge from the service he traveled for the old firm of Rockhill & Viator of New York out of the Chicago office of Frank Z. Woods, traveling in their interest in the Middle West, covering Minneapolis, St. Paul, Sioux City, Omaha, Kansas

City, etc. In this territory he contacted the soap, pharmaceutical, cosmetic and flavoring extract industries and allied lines.

In 1920 he reorganized A. C. Drury & Co. and in keeping with the needs of the business in April, 1928, the business was incorporated. Mr. Drury was elected president and treasurer and has served in the same capacity since. The change in the corporate name in 1928 involved no change in the management or personnel of the company. However, Mr. Drury's father passed away March 13, 1944, and G. H. Suddard is no longer associated with the company, having retired some time since.

By 1933 the company had grown to such an extent that new and larger quarters became necessary and as a result nearly an acre of floor space was leased in that year in the building at 219 East North Water St., Chicago, for executive and general offices, warehouse and storage vaults. The same quarters are still occupied by the company, which has since expanded considerably, to the extent that all talc, zinc oxide, witch hazel, chalks, etc. are stored in a separate warehouse, from which it operates its trucking facilities, namely, Nelson Warehouse & Express Co., 1119 East 42nd Street. This affords carload position in all of these commodities at all times and justifies, it points out, the company's slogan—"The Largest Stocks In The West." At its present location at 219 East North Water St., a switch runs into the building and the company has received cod liver oil from Norway from the same bottom right at its

back door, viz, the Chicago river. A block and a half east of the Wrigley Building and a block from the Tribune Tower, A. C. Drury & Co. has all these facilities in proximity of the near North Side of the thriving city.

At present the company is reputed to be one of the largest direct importers in the western field, of miscellaneous oils, waxes, gums and assorted chemicals—and possibly the largest direct importer of a diversified line. The slogan used for many years by the company "From Every Part of the Globe" is literally true for it has normally contacts in all European centers: Asia, China and Australia for direct imports for its own account on miscellaneous chemicals other than those handled by the firms it represents. Thus, the company imports, for example, filter paper and olive oil from Spain; lanolin and miscellaneous chemicals from Germany; talc from Italy; potash from Sweden; cod liver oil from Norway; essential oils from France; waxes, menthol, etc., from South America; eucalyptus from Australia; gum benzoin from Siam—cassia and anise from China.

The company also represents a number of well known raw material houses such as Sierra Talc Co., Thurston & Braidich, Harkness & Cowing Co., Colgate-Palmolive-Peet Co., Theodor Leonhard Wax Co., American Distilling & Mfg. Co., Laco Products, Inc., H. J. Baker & Bro., and the Tombarel Products Corp.

A. C. Drury & Co. announces that its new slogan in the post-war era is: "To Carry On for Bigger and Better



Arthur C. Drury

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Cinnamic Aldehyde	Linalool Extra
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Service" with a continuation of its past performance to the trade.

The company enjoys membership in such representative associations as the Flavoring Extract Manufacturers Association, Chicago Drug & Chemical Association, Essential Oil Association of U. S. A., Chicago Perfumery, Soap & Extract Association, The Chicago Association of Commerce, and other groups whose support definitely contributes to the development of the essential oil, aromatic chemical and allied industries.

Scientific Section of TGA Presents Valuable Information

Twelve valuable papers were presented before the Scientific Section of the Toilet Goods Association meeting, held at the Hotel Biltmore, New York, N. Y., Dec. 6, before an audience estimated at 325.

Examples to show how the microscope electron can be used to extend the usefulness of the ordinary light microscope in practically all fields were given by Dr. James Hillier.

C. H. Bundy and W. W. Edman presented a paper in which it was demonstrated that an investigation of the heavy metals test in the U. S. Pharmacopoeia XII showed that many errors are possible.

The polyols of commerce, glycerin, propylene glycol and sorbitol syrup, while possessing humectant and plasticizing properties, replace each other only to a limited extent, according to a talk by Maison G. deNavarre.

Miss Ruth R. Bein reported on experiments undertaken to establish the effect of low pH creams on fabrics and to develop standard methods for determining fabric damage.

R. Paul Schreiber discussed the development of "paint, face, camouflage" cream for protection against flashburn, anti-chap lipsticks and anti-sunburn creams, developed and issued by the Quartermaster Corps.

A method and apparatus for testing the amount of yield of a lipstick, based upon the principle of weighing the amount of lipstick deposited on a piece of standard paper, was the subject reported on by Orville Davenport.

Dr. Herbert Heinrich proposed a consumer testing program which will forecast and reduce the risk in the introduction of a new cosmetic.

Dr. Erwin Di Cyan pointed out the need for pharmacological investigation of all new agents to be used in

the entire field of cosmetics.

The need for thoroughly testing a new cosmetic before placing it on the market, as well as the importance of research and factory control, was discussed by Dan Dahle.

Louis Doubie reviewed the various methods used in the preparation of samples of cosmetics and cosmetic ingredients for lead determination by the colorimetric dithizone method for John J. Kress.

The two types of non-ionic emulsifiers, oil soluble and water soluble, were described and comparisons made with ionic types, by William C. Griffin and Dr. R. S. Rose, Jr.

Emulsions of equal volume of mineral oil and water with various amounts of coconut monoglyceride and either soap or synthetic detergent were described by W. G. Alsop and J. H. Perch.

Fred Stock was honored at the luncheon for his role in assisting the cosmetics industry through the war years in an address by Herman L. Brooks.

The officers of the section were Dr. K. L. Russell, chairman; Dr. M. W. Tapley, vice-chairman, and H. D. Goulden, secretary of the Toilet Goods Association.

CDCA Plans Victory Party

The Chicago Drug and Chemical Association is having a real Victory dinner at its 43rd Annual Christmas Banquet, to be held Dec. 20, at the Drake Hotel. A real celebration has been promised by the entertainment committee.

New DCAT Executive Committee Elected at 55th Annual Meeting

The Drug, Chemical and Allied Trades Section of the New York Board of Trade held its 55th annual meeting and election recently, with over 150 executives present.

It was reported that a total of 117 firms had been added to the roster during the year.

The following executive committee was elected to serve for the coming year: Harold M. Altshul, Carl M. Anderson, William H. Berg, Carle M. Bigelow, Hugh S. Crosson, James DeCesare, Frank G. Fanning, William

F. George, Harold C. Green, Frank M. Head, Philip B. Hofmann, Joseph F. Kelly, Elvin H. Killheffer, Robert B. Magnus, James H. Murray, Charles A. Pennock, Harold D. Pomeroy, John P. Remensnyder, Fred J. Stock and Lloyd I. Volckening.

Seventh Annual Packaging Meeting Highlights

There is little prospect of any substantial increase in the production of automatic packaging equipment before 1947, it was revealed at the 7th Annual Meeting of the Packaging Institute, held Nov. 26 to 27 at the Hotel Commodore, New York, N. Y.

Heavy demand and a backlog approximately 400 per cent greater than in pre-war years was given as responsible. Sub-contracting is not of much help as the cost is prohibitive, and new plants do not possess the technical knowledge required to produce packaging machinery.

Technically, not much may be expected in the way of progress, as facilities are taxed to the utmost on existing models. One-shot lubrication appears to be too expensive to be considered.

Walton D. Lynch, re-elected president of the Packaging Institute, called upon Congress to pass laws to make unions respect contracts, and to make them financially responsible for violations in an address.

The next meeting of the Institute was called for the Fall, in Chicago. Details are to be decided upon at a later date. Plans for an international packaging exposition to be held in New York early in 1947 in connection with "National Packaging Week" were launched.

Re-elected to serve with Mr. Lynch for another annual term were: W. O. Brewer and George A. Mohlman, vice-presidents.

New directors for the production division were J. H. Maget and A. F. Stevenson. New directors from the machinery division were Howard R. Stewart and George W. von Hofe. The supplies division will be represented on the new board by T. A. Torrence and Henry W. Stevens. Mason T. Rogers and Lloyd I. Volckening head the supplies and production divisions, respectively, and Frank B. Fairbanks was re-elected to the head of the machinery manufacturers division.



K. L. Russell

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Salesmen's Association Nominates Officers

The Salesmen's Association of the American Chemical Industry, Inc., which is about ready to observe its 25th anniversary has nominated the following officers for the coming year: President, James J. McInnes, Jr., of the Commercial Solvents Corp.; Vice-president, James E. Ferris of the Niagara Alkali Co.; Treasurer, J. Robert Fisher of the Fisher Chemical Co.; Secretary, Wm. C. Harmon, Calco Chemical Division, American Cyanamid & Chemical Co. Executive committee members for 1946-1948 include Paul W. Hiller of Innis, Speiden & Co., and Robert B. Magnus of Magnus, Maybee & Reynard, Inc.

Lentheric Sales Convention In Havana

Lentheric, Inc., New York, N. Y., is holding a large "air-borne" sales convention in Havana, Cuba, from Dec. 28 through Jan. 7.

The entire sales force from all Lentheric branch offices throughout

the U. S. will travel by plane to attend.

The company has previously held sales conventions in such far-flung points as London, Paris, Mexico City and Bermuda.

Southeastern Toilet Goods Assn. Show

The Southeastern Toilet Goods Assn. held its Fall show in Atlanta, Ga., Sept. 17 to 21. Plans are being considered for another show to be held in the Spring, probably February or March.

Rex Products and Great American Merge

Rex Products Corp. has merged with Great American Industries, Inc.

Rex Products will maintain its identity, without change in management, officers or directors. George Rosenberg is chairman of the board; Arthur Rosenberg, president; Maurice Rosenberg, secretary and treasurer and Theodore Rosenberg will remain with the firm.



Pictured above, left to right, are Ben F. Zimmer, Jr., Lloyd W. Speck and Charles C. Bryan of Fritzsche Brothers, Inc., with a 10-point buck, one of eight deer brought in during a recent hunting trip in the vicinity of Moncton, New Brunswick. H. P. Wesemann, the fourth member of the party, shot the picture. All but Speck, who represents Fritzsche Brothers of Canada, Ltd., are from the essential oil firm's home office located in New York, N. Y.

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- **GLYCERINE—ITS INDUSTRIAL & COMMERCIAL APPLICATIONS.** By Georgia Leffingwell & Milton Lesser. Special chapter on cosmetics. Just published. 302 pages . . . \$5.00 postpaid.
- **SOAP IN INDUSTRY.** By Georgia Leffingwell & Milton Lesser. Provides chemists, manufacturers and others with many useful hints as to utilization of soaps in manufacturing processes. Includes a wealth of formulae, their preparation, their uses. Just published . . . \$4.00 postpaid.
- **THE SPICE HANDBOOK.** By J. W. Parry. A guide for manufacturers and importers. Discusses various properties of spices, their uses as flavors in foodstuffs, adulterations and adulterants, the degree of grinding, the weight and style of packaging, the essential oil content, etc. 1945 edition. 240 pages. Fully illustrated . . . \$6.50 postpaid.
- **THE LAW OF FOODS, DRUGS & COSMETICS.** By Harry A. Tomlin, Jr. Practical working manual. Contains official government regulations, FDA trade correspondence rulings, official forms and charts. Gives thorough analysis of the decisions relating to: False & Misleading Advertising, Unfair Competition & Misbranding, Informative Labeling. 1460 pages . . . \$17.50 postpaid, including first supplement (will be kept up-to-date at intervals with additional pocket supplements for small additional charge).
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**Committees for Cosmetic Credit
Assn. Appointed by Joseph Lynch**

Committees for the ensuing year were appointed by Joseph Lynch, chairman of the Drug, Cosmetic & Chemical Credit Men's Assn. at the meeting held in the Advertising Club, New York, N. Y. November 15. The committees follow:

Membership: F. Sturm, F. Daleo, F. Downs and Miss Carolyn Riley; **Entertainment:** Edward Maloney, Herbert Kranich, Otto Werner, Nat Otte and Charles Noble; **Arbitration:** Edward Kavanagh, Edwin Foster, Otto Werner and Miss Mabel Thormahlen; **Interchange:** O. D. Clayton, S. I. Farber, L. D. Crutenden and Miss Clare Gincel; **Constitution and By-Laws:** Otto Werner, Louise Candee, August Wohlfort, E. P. Utter and Miss Ann Lusardi.

Following the usual dinner, copies of the new constitution and by-laws were distributed to each member. Plans for the forthcoming annual Winter party to be held at the George Washington Hotel January 25 were also announced; and from



Van Dyk & Co., Inc., dinner at the Hotel St. Moritz

present indications the affair promises to be unusually interesting.

**Van Dyk
Dinner**

Van Dyk & Co., Inc., and Summit Chemical Products Corp., Belleville, N. J., gave a dinner on Nov. 3, to their executive, production and sales staffs. Among the guests were the staffs of Patent Chemicals, Inc., and Synthetic Chemicals, Inc., Paterson, N. J., with which Dr. S. Isermann, president of Van Dyk, is also associated.

The dinner was held in the Terrace Club, Hotel St. Moritz, New York, N. Y. Dr. Isermann, who presided, opened the dinner with a brief address. Dancing as well as vocal and instrumental selections by a number of the guests followed the dinner.

**Creative Printmakers
In New Location**

Creative Printmakers Group has moved its offices, as well as its plant, to a new address, 200 Varick St., New York, 14, N. Y. The telephone is Walker 5-6300.

René Forster Company

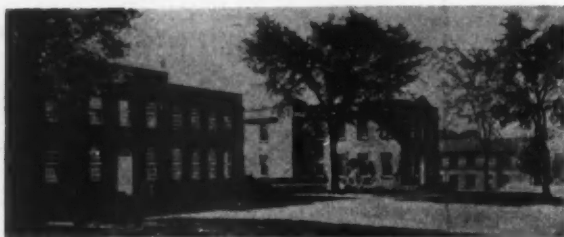
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And because of its superior qual-
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BIMS to Hold Annual Dinner

The BIMS Annual Dinner will again be held at the Hotel Lafayette, New York, N. Y., on Jan. 24th, 1946.

Martin F. Schultes, chairman of the executive committee of BIMS, has announced that it will be a "Peace Dinner."

Although food restrictions have been lifted, the labor situation is still critical, and consequently, of necessity, the dinner will have to be confined to BIMS members only.

Kurlash Plans Move

Kurlash Co. Inc., plans to move its office and plant to 130 South Ave., Rochester, N. Y. next spring.

The company purchased the property for \$106,000, according to papers on file in the County Clerk's office.

OPA Announces Christmas Gift Packaging Prices

The OPA has announced that the rules set for 1942, 1943 and 1944



On October 25th a reception was tendered to Don Juan Antonio Rios, president of Chile, by David A. Bennett, president of Albert Verley & Company, Chicago, Ill., in the Gold Coast Room, Hotel Drake, Chicago, Ill. Shown above are Mrs. D. A. Bennett, Mayor Edward J. Kelly, David A. Bennett and His Excellency, the President.

Christmas gift packaging supplied by manufacturers of gifts again apply this year. Under Amendment 4, Supplementary Order 24, the rules became effective Dec. 10, and apply until Jan. 15, 1946.

When packaging is primarily paper or cardboard and articles are regularly sold other than at Christmas time, ceiling price for the gift and package is the ceiling price normally applied to the gift without special wrappings. Where packaging is other

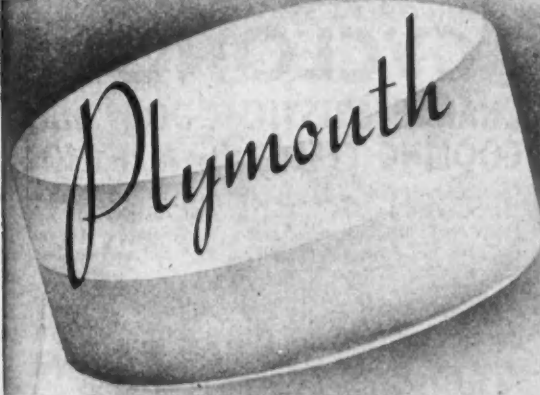
than paper or cardboard, and normally carries a price above the price for the gift without special packaging, which applies particularly to toilet items put up in fancy wooden boxes or packages not regularly sold except as Christmas gifts, and package is considered to be a single unit, it may be priced on the basis of retailer or wholesaler markup for the most comparable item.

The OPA points out that this rule applies only to manufacturers or other producers, not to retailers or wholesalers.

Toilet Goods Association Joint Committee for Cooperation

A joint committee has been formed of six members representing the Toilet Goods Manufacturers Association of Canada and the Toilet Goods Association, for the exchange of information and the coordination of matters of mutual interest.

Members appointed to the board by the Canadian association are: Thomas Haugland, C. G. Carmichael and H. T. Roden; those from the U. S. association are: Norman Dahl, A. H. Bergmann and Joseph Huisking.



POWDER BASE NO. 7

Since the introduction of this new face powder material sales of it have constantly increased because the use of it actually represents a development in fine face powders.


Its exceptional silky, soft, smoothness, the complete absence of odor and the extremely fine particle size of it, plus its extraordinary adhesiveness actually improves a face powder in which it is used. As little as 5% added to your formula will bring about this result although it is being used in some face powder to the extent of 15%, and a formula is offered showing its use in this percentage.

Samples are at your disposal and we believe that this is one of the Plymouth products which warrants a serious investigation by every face powder manufacturer because it has real merit and will improve your product.

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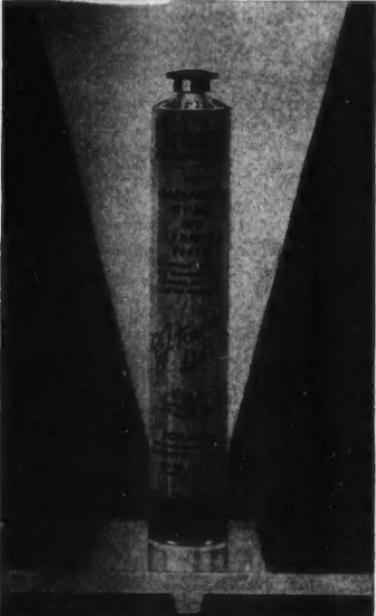
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CYCLONOL

CHARACTERISTIC ODOR and COOLING EFFECT OF MENTHOL

Cyclonol is chemically 1-methyl 3-dimethyl-cyclohexanol-(5). Graphically the structural formula is given in Fig. 1. It may be considered a lower homologue of symmetric or meta Menthol which has the structural formula shown in Fig. 2.

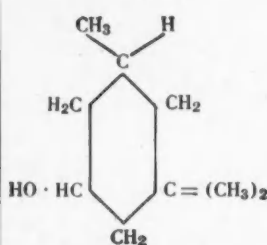


FIG. 1

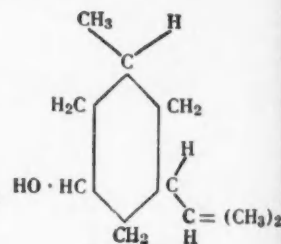


FIG. 2

Cyclonol replaces Menthol satisfactorily in shaving creams and lotions, liniments, analgesic balms, ointments and similar preparations. It has also been accepted by the U. S. Treasury Department as a Denaturant for alcohol in place of Menthol U.S.P.

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Fritzsche Brothers Wins Packaging Awards

Fritzsche Brothers, Inc., New York, N. Y., has received three awards among thirty-nine winners in the Blue Ribbon Awards of the 9th Annual Spice Mill Food Packaging Show.

One was for a practical aluminum seal. Neat label and attractive wrappings were also mentioned. The second was for a modernized shipping drum, praised for its low cost, more attractive appearance, greater effectiveness and lower shipping weight. The third was for a shipping carton, outstanding for safety and compactness.

Gerard Danco Opens Brussels Branch

Gerard J. Danco, Inc., New York, N. Y., has opened its Brussels, Belgium, branch office under the management of Hector Magerman.

We are also advised that Miss M. Van den Bergh, assistant treasurer, has been appointed office manager.

Mr. Carpona has recently joined

the company as traffic manager. He brings to the company expert knowledge of foreign and domestic shipping, having been associated with leading shipping and forwarding firms.

New Chicago Showroom Opened by Lenthieric

Lenthieric, Inc., New York, N. Y. has opened new Chicago showrooms at 104 South Michigan Ave. W. R. Tenney is in charge of the area.

Bri-Test Products Moves To New Plant

Bri-Test Products Corp., has moved its manufacturing facilities to a new plant at 109 Avenue L, Newark, N. J.

The move was made in such a way that as soon as production stopped on a product in the old plant it was resumed in the new.

The new plant is built upon three acres of ground. It contains 65,000 square feet of operating space, to which are being added an additional 10,000 feet for a compounding room.

Packaging Exposition Date Set

The Packaging Exposition of 1946 will be held in the Public Auditorium, Atlantic City, N. J., April 2 to 5, inclusive. It is anticipated that the show will be the largest in the fifteen year history of the exposition.

Concurrently with the exposition, the American Management Association the sponsoring organization, will hold a conference on packaging, packing and shipping, with outstanding authorities in the field addressing the technical sessions.

An investigation discloses that the housing situation in Atlantic City promises to be satisfactory during the exposition and conference.

Colorfast Lipstick Defies Lighting Change

A new lipstick has been developed by the chemists of Milkmaid, working in conjunction with Sylvania Electric Products, which is colorfast despite the influence of lighting change.

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Latest Additions to Elmo Sales Staff

Elmo Sales Corp., Philadelphia, Pa., has recently added to its sales staff the following managers: William L. Bobb, the state of Illinois, with headquarters in Chicago; William F. Carroll, Michigan and Indiana, and Cincinnati and Toledo; Ralph A. Hammer, Minnesota, Wisconsin, Iowa, Nebraska, North and South Dakota; W. Edward Montgomery, New York City, Brooklyn and Newark; Edward Bennes, New Jersey, with the exception of Newark; H. F. Poague, Pacific Northwest with headquarters in Portland and J. R. Murray, who has been transferred to the San Francisco bay area, with headquarters in that city.

G.I.'s Learn About French Perfumes

On Dec. 1, the Franco-Allied Goodwill Committee of the Paris Chamber of Commerce, introduced a gathering of U. S. soldiers to the intricacies of French perfumes. The well-attended gathering was addressed

by Marcel P. Labourdette, vice-president of the committee, who gave a brief description of the history of perfumes.

So well attended, in fact, was the meeting, by members of the Armed Forces ranging from G. I.'s to Colonels that the committee found itself with some 550 samples of perfumes for distribution to be shared among almost 700 men. Those males who were left empty-handed registered their names and address for the delivery of samples by mail.

New Elizabeth Arden Salon

Elizabeth Arden, New York, N. Y. has purchased the corner at Wilshire Blvd. and McCarthy Drive, Beverly Hills, Calif. A salon and retail stores will be erected.

Mennen Co. Receives Tax Credit

The Mennen Co., Bloomfield, N. J., has been credited with \$29,448 by the Internal Revenue Bureau for the fiscal year ending Nov. 30, 1942.

Helena Rubinstein Announces Plans

Helena Rubinstein, who recently returned from three months spent in France, has announced plans to begin the large scale manufacture of perfumes. While in France, she purchased an estate in the South of the country, and here will carry on the manufacturing process from the growing of flowers, through the laboratory stages, to the bottled fragrance.

Mme. Rubinstein described living conditions in Paris as being slightly improved, but that a decided change for the better would probably await the spring.

She found her apartment in Paris and her estate near Fontainebleau virtually ruined. Much of her collection had been lost.

Wrisley Expansion

Allen B. Wrisley Co., Chicago, Ill., is building a new warehouse which will consist of 80,000 additional square feet of storage space.



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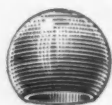
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Confusion and Destruction Cause Philippine Oils Shortage

Confusion and destruction in the Philippines are the main causes of scarcity of industrial fats and oils from the Philippines, as pictured by Kenneth B. Day, former manager of two large oil processing mills in the islands.

He stated that the boats used in inter-island transportation had been shot to pieces or sunk by the Japs. He explained that the processing mills and refineries are in ruins. Our bombs and the retreating Japanese did a lot of damage.

Another contributing factor is that there are no commodities with which to bargain with the owners of the small groves, which make up the bulk of the copra source.

Buyers Prefer Brand Names

More than 80 per cent of the men in America prefer brand name products when they buy razor blades, dentrifices and shaving creams, a survey just completed for the Brand

Names Research Foundation indicates.

Mint Oils Output Increases

A report by the Crop Reporting Board of the Department of Agriculture shows an estimated increase in the output of peppermint and spearmint oils over last year.

Estimates by states are given below:

	Pounds	
	1945	1944
Peppermint		
Indiana	624,000	425,000
Michigan	450,000	308,000
Ohio	8,000	4,000
California	32,000	29,000
Oregon	308,000	300,000
Washington	187,000	160,000
Total	1,609,000	1,226,000
Spearmint		
Indiana	224,000	162,000
Michigan	88,000	66,000
Total	312,000	228,000

The increase is attributed to an increase in acreage, and to a better yield per acre.

Venida Plans to Reopen Plants

It has been announced by the Venida Hair Net Co., New York, N. Y., that operations will be resumed in the firm's Chinese plants as soon as possible.

Prior to the war, four plants were in operation in China, and approximately 300,000 Chinese were employed in the manufacture of human hair nets.

Company officials hope that the Chinese may have been able to hide a considerable quantity of hair in their homes. Otherwise, it will be next Fall before any large quantity of nets reaches this market.

Milton Harris Expands

Milton Harris Associates, Washington, D. C., recently acquired an additional 3,000 square feet of floor space at its present location. The space has been used for expansion of the chemical laboratories and for the addition of small scale experimental work.

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Hairstyle Award To Be Made

The Coiffure Creation Council will present a merit scroll to the Hollywood studio who in its opinion has created the best hairstyle for 1945.

The 1945 scroll will be the first of its kind but the Council plans to make this an annual award.

E. R. Squibb & Sons Reports Sales

E. R. Squibb & Sons, New York, N. Y., reported sales for the fiscal year amounting to \$53,553,462, an all time high. The fiscal year ended June 30, but the figures were not released until just recently. An increase of \$5,570,929 is shown over the previous year.

New York's Air Freight Potential Being Surveyed

A survey is under way to find out what the air freight potential is for the New York area.

A questionnaire has been mailed to 15,000 business concerns seeking

information as to the probable amount of air freight that would be shipped to the Florida gateway at \$7.00 per cwt., and the San Francisco gateway at \$15.00 per cwt.

A similar survey conducted in Detroit showed that there was sufficient demand to justify an all-freight service between that city and the West Coast.

Obituary

Thomas Sparks

Thomas Sparks, sales representative for S. B. Penick & Co., New York, N. Y., died Nov. 9, at his home in Wynnewood, Pa.

Mr. Sparks joined the firm of S. B. Penick & Co., in the Fall of 1934 in the capacity of sales representative for Philadelphia, Baltimore and Washington. Prior to this connection he was associated with McIlvaine Brothers, Philadelphia, Pa., for about twenty years.

Mr. Sparks was a graduate of the University of Pennsylvania, a member of the Sigma Nu Fraternity, and

served overseas during the first World War with a Cavalry Unit.

He is survived by his wife, a daughter, and four sisters.

Lewis S. Cobb

Lewis S. Cobb, sales representative of Shulton, Inc., New York, N. Y., died Sept. 27, in New York, at the age of 35. Burial took place in Mineral Springs, Texas.

James P. Gray

James P. Gray died Sept. 21. Mr. Gray was chief assistant superintendent of the Iowa Soap Co., Burlington, Iowa, which he joined about ten years ago. He is survived by his wife and a son.

Peter J. Webb

Peter J. Webb, 74, retired cosmetic manufacturer, died recently at his home in Conshohocken, Pa. Born in Nova Scotia, Mr. Webb was in real estate in Boston and Florida before going to Conshohocken 16 years ago to begin the manufacture of cosmetics.

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CONNECTICUT

MARKET REPORT

Vanilla Bean Supply Continues Tight

HIGHLIGHTS in the raw materials markets included a further increase in industrial ethyl alcohol ceilings, the shading of prices on some of the better grades of ribbon tragacanth gum, and decided weakness in both cream of tartar and tartaric acid which threatens to bring about a general reduction in makers' prices.

ALCOHOL PRICES INCREASE

The extension in alcohol ceilings follows a similar action by the Office of Price Administration on October 19 at which time maximum selling prices had been increased by 2 cents a gallon. The latest OPA announcement stated that ceilings had been increased $3\frac{1}{2}$ cents a gallon, but since the new ceilings call for freight equalization, not all of the formulae were actually raised $3\frac{1}{2}$ cents a gallon as in the case of the basic formula.

Both cream of tartar and tartaric acid have been highly competitive. It is estimated that the recovery of tartrates from California wineries is running between 1100 to 1200 tons annually. About half of the amount represents argols, cream tartar and wine lees, while the balance is in the form of calcium tartrate. More imported acid and cream have appeared in this market of late and both articles have been offered on a duty paid basis at much lower prices than those quoted by domestic producers.

GLYCERIN SUPPLY TIGHT

Major refiners of glycerin will go into the new year with very small stocks. Based on reports about the trade, however, there is some hope of an easing in the general supply position because of a reduced industrial demand for the article brought about by labor difficulties. Withdrawals for the account of protective coatings makers are reported falling off be-

cause of the extended tieup in the automotive industry.

ESSENTIAL OIL EXPORTS

Essential oils were mentioned as among the first commodities to be exported here from the Netherland East Indies by a special committee named by the Dutch Government. It was further indicated that shipments would increase substantially over the next six months although a great deal will depend upon political developments. Difficulties between the Indonesians and the British and Dutch will undoubtedly tend to delay such an export movement. Java is the largest producer of citronella oil from which synthetic menthol is manufactured. The oil is also widely used in the soap industry and in the manufacture of aromatic chemicals such as hydroxycitronellal and geraniol.

Outlook concerning early replacements of certain oils and closely related articles from China seems rather promising despite opinions expressed by some houses to the effect that exporters will be unable to make shipments and that only inferior grades are available. It is understood, however, that some forward business has actually been placed in anise oil for December shipment and that fair quantities of cassia have been offered for future delivery.

CEYLON CITRONELLA LIMITED

Only limited quantities of Ceylon citronella oil are being offered in the open market. Because of customs regulations which place a very high duty on the oil, local importers are reluctant to place orders at the origin. Lemongrass has turned decidedly firmer for shipment. The crop is reported as short in India, and exporters have been obtaining much better prices from European buyers.

Prices on some aromatic chemicals have moved in favor of buyers. Eugenol and cinnamic alcohol were lower. Although production of aromatics is gradually being increased as a greater number of raw materials become available, most suppliers have a good backlog of orders on their books, and it will probably be some time before makers are able to accumulate reserve stocks. More plentiful supplies of raw material have enabled some local houses to restore citral to their price lists. More thymol is being made available to regular consumers but it will be some time before anything like a normal supply will be obtainable in the open market.

BRAZILIAN MENTHOL SUPPLY

The firmness displayed in Brazilian menthol over the past month was attributed to the general attitude of most local holders who feel that prices of all commodities will go higher. There was nothing in the overall supply picture that warranted any real firmness in the situation.

Absence of any real consumer demand brought about a keener desire on the part of some holders of vanilla beans to reduce small unsold parcels but no sizeable arrivals are expected from Madagascar until July, 1946, and should the sugar supply ease an unusually tight situation in the bean market may develop in the first half of next year. The export quota as established by the French Colonial Government has about been completed for the United States. Another small crop is expected in Mexico and the shipping prices quoted by Mexican exporters continue entirely out of line with prices prevailing in this market.

With the exception of the reductions in ribbon tragacanth no other price movements were noted in the general list of gums.

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- 5—Dry Powder Mixers, up to 2500 lbs.
- 1—Day Steel Frame Auger Powder Filler.
- 5—Dry Powder Mixers, up to 2500 lbs.
- 20—Aluminum, Copper, Glass Lined, jacketed and agitated Kettles.
- 2—Colton #3 Toggle Presses.
- 3—Stokes Steam Water Still, 5, 10, 25 gal. per hour.

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WANTED: 2—Dry Powder Mixers; 2—Pony Mixers; 2—Tablet Machines; 1—Filler; 3—Kettles; 2—Filling Machines. No dealers. Write Box 2353, The American Perfumer and Essential Oil Review.

CANADA—Fourth largest trading Country in the world. Are you prepared for this valuable market? We have the facilities to merchandise and distribute your lines across the Dominion—Excellent references—Write giving type of merchandise and other information to Box 2576, The American Perfumer.

PARTY WITH AMPLE CAPITAL is interested in purchasing small toiletry business. State all particulars. Write Box 2578, The American Perfumer.

FINANCIAL ASSOCIATION wanted to form a Corporation for the Manufacturing of Aromatic Products and Organic Chemicals and for the Sales to the Perfumery, Drugs and Allied Trade; mainly as Specialties and Compounds. Bona Fide interesting proposition. Principal only. Write Box 2580, The American Perfumer.

WANTED: Stokes Compact Machine also Fitzpatrick Sifter (Homoloid type). Write Box 2581, The American Perfumer.

WANTED: (Perfume by the dram) Counter Perfume Bar—made by H. L. Scoville Co., Halloran of Hollywood, 5647 Santa Monica Blvd., Hollywood 38, Calif.

AUSTRALIA: A Manufacturing firm with wholesale houses throughout Australia would like to hear from firms desirous of being represented in Australia. We are also interested in formulas of cosmetics and Hairdressers' supplies suitable to Australian climates. All communications to be addressed to: La Bon Beauty Specialist, Evans Bldg., 16 James Place, Adelaide, South Australia, Australia. Reference—The Bank of New South Wales, Adelaide, South Australia.

CHINA—FAR EAST: Former Shanghaier will consider offers to represent Cosmetic, Perfume and Chemical houses as their resident agent in Shanghai or Hongkong. Thoroughly familiar with the market and business procedure in China, Japan, India and Manchuria. There are untold opportunities in the above territories for a live aggressive firm to get in on the ground floor with their products. Ready to sail after January 2nd, 1946. All offers will be given due consideration and I will come East for interview with the firms selected from your replies. John J. Pasztor, 794 East Colorado Blvd., Pasadena, Calif.

WANTED—NEW CHEMICAL PRODUCTS. Intermediates or compounds selling to industrial and commercial markets. Our client established 30 years, manufactures to standards of highest quality. Please write. Communications confidential. We are fully compensated by our client. New Products—New Processes. CHARLES H. WELLING & CO., INC., 52 Vanderbilt Avenue, New York 17, N. Y.

WANTED MANUFACTURERS' Agencies for India. H. R. Brijlal & Co., 27/33 Meadows Street, Fort, Bombay.

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(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

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Almond Bit, per lb.	3.50@	4.00	Citronella, Ceylon	1.70@	1.85
FFPA	4.75@	5.10	Java	3.25	Nom'l
Sweet True	1.25@	1.50	Cloves, Zanzibar	1.75@	1.80
Apricot Kernel	.50	Nom'l	Coriander	26.50@	32.00
Amber, rectified	2.25	Nom'l	Imitation	12.00@	14.00
Angelica Root	125.00@	150.00	Croton	4.25@	4.80
Anise, U. S. P.	4.00	Nom'l	Cumin	9.00@	11.00
Imitation	1.75@	2.10	Dillseed	8.00	Nom'l
Aspic (spike) Span.	2.85@	3.25	Erigeron	2.25@	5.00
Avocado	1.05@	1.25	Eucalyptus	1.25@	1.35
Bay	1.40@	1.75	Fennel, Sweet	4.50	Nom'l
Bergamot	8.50@	10.00	Geranium, Rose, Algerian	15.50@	17.00
Artificial	4.00@	9.25	Bourbon	16.50@	18.00
Birch, sweet	2.50@	5.00	Turkish	6.75@	7.25
Birchtar, crude	2.25	Nom'l	Ginger	13.00@	15.00
Birchtar, rectified	4.25	Nom'l	Guaiaac (Wood)	4.00@	4.80
Bois de Rose	5.00	Nom'l	Hemlock	2.65@	3.34
Cade, U. S. P.	.90@	1.20	Substitute	.55@	.60
Cajeput	3.00	Nom'l	Juniper Berry	11.50@	12.75
Calamus	22.00@	25.00	Juniper Wood, imitation	1.00@	1.25
Camphor "white," dom.	.25@	.30	Laurel	5.00	Nom'l
Cananga, native	11.00@	12.50	Lavandin	8.25	Nom'l
Rectified	13.00@	14.25	Lavender, French	16.50@	17.50
Caraway	10.00@	15.75	Lemon, Calif.	3.25@	
Cardamon	18.00@	20.00	Lemongrass	2.65@	2.90
Cassia, rectified, U. S. P.	12.00	Nom'l	Limes, distilled	7.00@	7.75
Imitation	3.75@		Expressed	13.75@	15.00
Cedar leaf	1.10@	1.25	Linaloe	4.75@	5.00
U. S. P.	2.65@	3.34	Lovage	95.00	Nom'l
Cedar wood	1.00@	1.25	Marjoram	7.25@	7.50
Celery	16.50@	18.00	Neroli, Bigarde P.	300.00@	375.00
Chamomile	150.00	Nom'l	Petale, extra	265.00@	300.00
Cinnamon bark oil	32.50@	35.00	Olibanum	5.00@	5.75
			Opopanax	30.00@	39.00

Orange, bitter	3.90@	3.95
Brazilian	1.50@	1.65
Calif., exp.	1.65@	2.00
Orris Root, abs. (oz.)	135.00@	
Artificial	36.00@	40.00
Pennyroyal, Amer.	3.50@	3.80
European	3.65@	3.85
Peppermint, natural	6.25@	6.75
Redistilled	2.50@	7.10
Petitgrain	2.50@	2.65
Pimiento Berry	7.00@	7.60
Pinus Sylvestris	4.25@	5.00
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Phenyl Valerianate	16.00@	17.50
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Scatol C. P. (oz.)	5.35@	6.00
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(guaiacol)	2.35	Nom'l
Lignin	2.35	Nom'l
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Styrax	1.00@	1.20
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